

Jagan Institute of Management Studies
End-Term Examination, April, 2017
Trimester III – PGDM (IB) 2016-18

Entrepreneurship & Innovation Management
ET_IB_EIM_2504

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q7 which are compulsory.

- Q 1** a) As a potential entrepreneur, how would you construct a business plan to satisfy your banker?
b) Choose any one failed startup & identify its reasons of failures? **15**
- Q 2** a) Briefly describe any eight steps to become a successful Entrepreneur.
b) Give reasons why one should opt for Entrepreneurship & what makes us a good entrepreneur? **13**
- Q 3** a) Explain the characteristics of successful entrepreneurs with reference to any successful entrepreneur. Please describe one such story & sharing out his/her reasons of his/her success.
b) Comment on Qualities of a successful entrepreneur. **13**
- Q 4** a) Briefly Describe nine steps to create a Business Plan?
b) Write five steps to be included in Market analysis? **13**
- Q 5** a) Write any four Action Plan initiated by Government for Start Ups & Describe its objective.
b) Write any four funding Support & incentives offered by government & briefly describe its objectives. **13**
- Q 6** a) Do you really need Entrepreneurs today in India & why?
b) What are the steps one should take before starting a new venture? **13**
- Q 7** Read the following case and answer the questions given below:
Happy Sequira was only 21 when she joined Palm Beach Resorts as a food and beverages (F&B) helper.
She had just graduated from one of the premium catering colleges in the city. She was young, energetic and possessed a pleasant disposition. Due to her experimenting nature she was not very successful with her F&B.

However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her.

She soon rose to the position of a Banquets Manager.

Even as a Banquets Manager she loved the Kitchen section. She felt like cooking. Many a times she went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times she was successful, or this is what her Kitchen staff often told her. She was enjoying every bit her life.

Unfortunately for her this was to be her glass ceiling. Due to a catering educational background not many in the Palm Beach Resorts Management thought that she could take up hardcore marketing assignments.

Happy was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. She decided to go independent.

Over the years, being single, she had gathered enough money. Moreover, her father was a successful businessman and would love to fund any of his only daughter's ventures. Also being in guest relations, Happy herself knew a lot of influential people.

On the other hand, Happy Sequira was now 30. She had to seriously contemplate marriage due to parental pressures. Her rise at Palm Beach Resorts was meteoric, which implied that she was not used to serious failure.

Besides Happy wondered what kind of a start-up could she design to suit her needs?

Questions:

- a) Should Happy Sequira go independent?
- b) Should Happy follow her heart (F&B) or head (Guest relations)?
- c) If Happy decides to take up Guest relations what kind of a start-up do you suggest?
- d) If Happy decides to take up F&B what kind of a start-up do you suggest?
- a) What Resources does she need to gather before going operational for the chosen business idea?

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