

Jagan Institute of Management Studies
End-Term Examination, September, 2016
Trimester IV – PGDM (RM) 2015-17

Entrepreneurship Planning & Leadership
ET_RM_EPL_2709

Time: 3 Hrs.

M. Marks: 70

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

- Q 1** The startup boom in India is still to witness more growth in its numbers and manifold innovative disruptions are on the way. However the upsurge is still very risky and nervous affair with high failure rate along with in depth ground work and sharp execution challenges. Identify what these challenges are that make a startup a risky and challenging task? Why do you think many startups fail even after procuring seed funds? Highlight the current startup culture in India and its way ahead based on your understanding of Indian startup scenario. **13**
- Q 2** Comment on any **THREE** from the following:
- a) “POC is an important function in entrepreneurship, which lays the foundation for any start up.”
 - b) Is Cash Burning an apt marketing technique? Why or why not? Justify with concrete examples.
 - c) Bootstrapping technique is quite common for entrepreneurship till the time funding rounds take place.
 - d) Investor Conflicts. **13**
- Q 3**
- a) Not all can be entrepreneurs and not all entrepreneurs can be successful. Based on the said context bring out the role of entrepreneurship in the economic development of the nation along with road blocks an entrepreneur can face while pursuing entrepreneurship?
 - b) What role does investment and funding plays in setting up an enterprise? Highlight the role of an early stage angel investor in establishing an entrepreneurial venture. **13**
- Q 4**
- a) Highlight the significance of setting up an SSI. Bring forth the governmental definition of micro, small and medium enterprise on basis of its investment as capex? What steps would you take in setting up an SSI in India?

- b) How does entrepreneurship helps in contributing to the growth of “Make in India” concept and strengthen the economic power of our country? **13**
- Q 5** a) As an entrepreneur what support would you require from the government to facilitate entrepreneurship? Highlight the institutions and organization that has been set up by the center/state governments to encourage entrepreneurship in the country and let them take concrete shape. Also list down their functions and responsibilities.
- b) What do you understand by EDP’s? How do they help budding entrepreneurs to establish their business ideas as an enterprise? **13**
- Q 6** Despite India pushing hard towards organized businesses and retail establishments, the unorganized sector still poses a threat to their organized counterparts and holds a significant market share to boast upon. The introduction of Reliance Fresh or Grofers couldn’t eliminate local vendors and suppliers from the market. What factors do you think support the existence of unorganized players in the market? What future do you foresee for unorganized industry in India? **13**
- Q 7** A fresh MBA pass out could spot entrepreneurial skill sets in himself and consequently refused placement and employment opportunity provided by the institute, to initiate a business venture as a startup. He planned to foray in the green space making natural plants (indoor and outdoor both) as his products and bridge the gap between the customers and the nurseries to deliver at doorstep through a mobile app and website in combination. Based on this idea develop a business plan and devise marketing strategies to assist the founder of this startup. You are required to deliberate on the following factors:-
- i) Venture Name and tagline.
 - ii) Target Segment and Positioning Strategy.
 - iii) Marketing and Promotional Plan
 - iv) Brand USP
- Note: - The entrepreneur has limited funds sourced from his own pocket. **18**
