

M.A. DEGREE EXAMINATION, APRIL 2020
II Year IV Semester
Entrepreneurship Development

Time : 3 Hours

Max.marks :75

Section A ($10 \times 2 = 20$) Marks

Answer any **TEN** questions

1. Define Entrepreneur.
2. Mention any two characteristics of successful entrepreneur.
3. Entrepreneurial environment - Classify.
4. Give 2 factors of cultural and social environment in promoting entrepreneurship?
5. What are small scale industries?
6. Define Self help groups, give examples.
7. List out any 2 causes for sickness in small scale industries.
8. State any 2 significance of SSI in the Indian Economy.
9. What are the types of investors in start ups?
10. List any 2 techniques of New Product idea generation.
11. What is Market feasibility?
12. What are benefits involved in startups.

Section B ($5 \times 5 = 25$) Marks

Answer any **FIVE** questions

13. Write the methods involved in identification of potential entrepreneurs.
14. Illustrate about cultural and social environment in promoting entrepreneurship.
15. Explain about the checklist for organizing and operating small business.
16. List out and explain the Classification of small Industries.
17. Write down the significance of SSI in the Indian economy.
18. List out the benefits and risks involved in start ups.
19. Illustrate & explain the problems faced by small scale industries in Exports.

Section C ($3 \times 10 = 30$) Marks**PART - A - Case Study - Compulsory Question**

20. This is story of a man who failed in class 6th but went on to become an entrepreneur.

P C Mustafa grew up in a small village of Kerala which had only one primary school. The village was so remote that it had no electricity and the high school being 4 kms away most of the students dropped out after primary school. Mustafa's father was a coolie and his mother was uneducated. He was never interested in studies and everyday after school he would prefer helping his father rather than doing his homework.

Though being an average student Mustafa was good at maths but after failing in class 6 he lost interest in going to school and joined his father as a daily wage worker. His teacher didn't like his decision of dropping out and spoke to his father who agreed to give him second chance. Back in school he had to sit with his juniors and this humiliation made him work hard and to his teacher's surprise Mustafa topped in class 7th and later in class 10th.

After class 10 his father had no money for his further education so he went to Farooq College in Kozhikode which provided free meal for poor students. He was one among 15 students who were offered free stay and meal at the hostel because of which other students looked at him with disdain which upset him.

Coming from a village Mustafa was weak in English. This was a huge problem for him since all the lectures in college were delivered in English. A good friend of Mustafa came to his rescue as he would translate every lecture for him. After college Mustafa took engineering entrance exam and was ranked No 63 in the state. He got admission at the Regional Engineering College, now the National Institute of Technology Calicut and pursued degree in computer science. After graduation Mustafa worked for Manhattan Associates, Motorola and citibank. After working for few years he developed interest in Business management and cracked CAT and got admitted at IIM-Bangalore.

While studying at IIM-Bangalore he started a idli and dosa batter supplying company ID Fresh along with his cousins with just Rs.25000 investment, 2 grinding mixer and a sealing machine. After graduating from IIM in 2007, Mustafa officially joined as the CEO in charge of marketing and finance.

With just a sale of 10 packets per day to 100 packets a day ID fresh has reached cities like Chennai, Mangaluru, Mumbai, Pune, Hyderabad and Dubai. Today ID fresh produce around 50,000 kg in their plant with the total investment of around Rs. 4 crore (Rs. 40 million) and revenue of Rs. 100 crore (Rs 1 billion).

Questions:

1. Describe the family situation of Musthafa?
2. What made Mustafa to change his attitude towards the education?
3. How the journey towards IIM happened?
4. Describe the concept of Mustafa's bussiness plan with the investment and growth records?
5. From the above case study what are the attributes has Mustafa inspired to be successful in future?

PART - B

Answer any **TWO** questions

21. Explain with a case history of successful entrepreneurs?
22. Explain the Organisation structure and plant location of small scale industries.
23. What is start ups? Explain the characteristics and types of investors for startups.
24. Explain the marketing methodology with regard to pricing and distribution channels.

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