



PG – 132

III Semester M.B.A. (Day) Degree Examination, January 2012
(2007-08 Scheme)

MANAGEMENT

Paper – 3.1 : Entrepreneurship and New Venture Creation

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any six** of the following. **Each** question carries **two** marks. (6×2=12)
- Who is an Entrepreneur ?
 - Mention any four measure of Industrial sickness.
 - Define product planning.
 - What do you mean by turnaround strategies ?
 - What are the sources of finance ?
 - What is project feasibility ?
 - What is Kakinada Experiment ?
 - What do you mean by EDP ?

SECTION – B

Answer **any three** of the following. **Each** carries **eight** marks. (3×8=24)

- What are the qualities of successful entrepreneurship ?
- Explain the problems of rural entrepreneur.
- Distinguish between Intrapreneur and entrapreneur.
- Write a note on opportunities for women entrepreneur in India.
- Discuss the various mis-conceptions in corporate venturing.

SECTION – C

Answer **any two**. **Each** carries **twelve** marks. (2×12=24)

- Explain the process of entrepreneurial development.
- What is project appraisal ? Discuss the various methods of project appraisal.
- Discuss the various modes of financing of new-ventures.

P.T.O.



SECTION - D

10. Case Study (**Compulsory**) :

(1x15=15)

It is not often acknowledged that Rai Bahadur Mohan Singh Oberoi, 100, chairman of an empire of 29 hotels spanning most of the world's landmass is also the man who pioneered India as a brand, way back when it was only a bazaar of begging bowls and exotica. At 90, he looked back in something close to awe and said, "I often wonder how I did it".

Certainly he did not give much of the credit to luck. True, he stood at the right time at the right place to confront his destiny, but this was just physical happenstance. What he did with the situation was amazing for a man from the boondocks of Bhaun, with little education, and really not to the manner born.

Indeed, if anything the Rai Bahadur made his fortune out of calamity. If his father hadn't died of cholera when he was only an infant, his mother would not have returned to the ancestral home which gave Oberoi the connections and contacts that helped him raise money later to buy his first hotel, the Clarke's at Simla. If he hadn't flunked the interview for his first job as clerk with the Government of India, he would never have made his way to the Simla Mall, gazed in wonderment at the glitter of the Cecil and made up his mind that he would work there. If a fatal bug in the water supply, hadn't laid low Calcutta's mighty Grand Hotel. It would never have been up for grabs. Again Oberoi just chanced to hear about it at the Delhi railway station when he was leaving to return to base in Simla. He simply changed his ticket and his direction and went to mint millions out of war-time Calcutta – another catastrophe. Life served his lemons regularly but with even greater regularity did the Rai Bahadur made lemonade.

The story of the Rai Bahadur is all the more impressive because there was nothing in his background to suggest that he would be able to create the world-class ambience and sophistication for which the group is now celebrated, that he would be able to foresee India's current positioning in the global market, while doffing a deferential hat to history when it was demanded.



For instance, when other hotels were cramming their lobbies with brassbound chests and colonial nostalgia, Oberoi created the first international business hotel, the Oberoi Intercontinental in Delhi. However, in the Mena House, Egypt, and the Windsor, Australia, he went to extraordinary lengths and expense to produce authenticity to the last detail, including countrywide searches for memories and memorabilia. In order to replicate the flooring in the Windsor, he tracked down the original supplier of the tiles in distant Stoke-on-Trent, England.

Celebrating his 100th birthday last week with his mind almost as clear as it was 50 years ago, perhaps the one philosophy responsible might be his dictum. "I never worry. It clutters the brain. The problem may not happen, and even if it does, worrying will only come in the way of a clear-headed solution".

Questions :

- 1) "Nature and nurture play a key role in entrepreneurship development". Explain with reference to above case study.
- 2) In your opinion, what are the significant determinants in the making of Shri Oberoi's entrepreneurial career.

Answer any three of the following. Each carries eight marks.

1. What are the qualities of a rural entrepreneur?
2. Explain the problems of rural entrepreneur.
3. Discuss the difference between entrepreneurship and enterprise.
4. Discuss the role of government in entrepreneurship development.
5. Discuss the role of government in entrepreneurship development.

Answer any two of the following. Each carries eight marks.

1. Discuss the problems of rural entrepreneur.
2. Discuss the role of government in entrepreneurship development.
3. Discuss the role of government in entrepreneurship development.