

[31001]
SPECIAL DRIVE-DEC./JAN.-2023
M.B.A. DEGREE EXAMINATIONS
THIRD SEMESTER
Paper - I : ENTREPRENEURSHIP
(2016-17 and 2017-18 Admitted Batches)

Time : 3 Hours

Maximum Marks: 75

SECTION - A

I. Answer any FIVE questions not exceeding one page each. (5×4=20)

1. Importance of Entrepreneurship.
2. Role of IDBI on Entrepreneurship.
3. What is Entrepreneurial Spirit?
4. Importance of Women Entrepreneurship.
5. Entrepreneur Creativity.
6. Who is an innovative entrepreneur?
7. Trainee's feedback.
8. Explain new idea generation methods.

SECTION - B

II. Answer ALL the questions not exceeding 4 pages each. (5×8=40)

1. a) What is Entrepreneurship? And explain characteristics and qualities of entrepreneurship.
(OR)
b) Distinguish between Entrepreneur and Entrepreneurship.
2. a) Explain the different phases of Entrepreneurial development programs.
(OR)
b) Explain the social responsibilities of Entrepreneurs.
3. a) Explain the different training programs offered by Entrepreneurial Development Institutes for new entrepreneurs.
(OR)
b) What are the uses of training for new and existing entrepreneurs?
4. a) What challenges are faced by women entrepreneurs in establishing and developing their enterprises?
(OR)
b) Elaborate the Government support measures to Women Entrepreneurs in India.
5. a) Distinguish between brainstorming and reverse brainstorming for generating creative ideas.
(OR)
b) Explain the salient features of E-Business ventures in India.

SECTION - C

III. Case Study (Compulsory):

(1×15=15)

It is not often acknowledged that RaiBahadur Mohan Singh Oberoi, 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's 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 RaiBahadur made his fortune out of calamity. If his father hadn't died when he was only an infant, his mother would not have returned to the ancestral hoe 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 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 RaiBahadur made lemonade.

The story of the RaiBahadur 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 extraordinary lengths and expense to produce authenticity to the last detail including country wide searches for memories and memorabilia. In order to replicate the flooring in the indoor, he tracked down the original supplier of the tiles in distant Stockton -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 ShriOberoi's entrepreneurial career?