

IAT 3 - SCHEME

Course Name: Management and Entrepreneurship for IT Industry **Course Code:** 18CS51

Q.No.	Solution Scheme	Marks
1.	Identify and elaborate the founder who earned a commission in the Indian army, earning the rank of a captain and who cofounded the Deccan aviation.	10
Ans	<ul style="list-style-type: none">• Gopinath was born in Gorur (a remote village in Karnataka's Hassan district) on 13 November 1951.• Gorur Ramaswamy Iyengar Gopinath is an Indian entrepreneur, the founder of Air Deccan, a retired Captain of the Indian Army, an author, and a politician.• He comfortably shifted into different positions: an Army Officer, India's leading business man, an independent political candidate, an eco-friendly farmer and a well known author. He is one of the most interesting person that one can come cross.• He is well known as a pioneer of low-cost airlines, a person who revolutionized the face of Indian aviation in the country. His book "Simply Fly" puts light on the remarkable journey of turning his ambitious vision into a successful business story.• After school, he earned a commission in the Indian Army, earning the rank of Captain. He spent eight years in the army and fought in the 1971 Bangladesh Liberation War.• He took early retirement from Indian Army, at the age of 28. Upon retirement from the armed forces, he established an ecologically sustainable sericulture farm. Next, he started the Malnad Mobikes (Enfield dealership) and opened a hotel in Hassan.• In 1997 he co-founded Deccan Aviation, a charter helicopter service. In 2003 Gopinath founded Air Deccan, a low cost airline; Air Deccan merged with Kingfisher Airlines in 2007. In 2009 he founded Deccan 360, a freight flight business.• In 2009 Gopinath unsuccessfully contested as an independent candidate in the Lok Sabha elections.• In 2014, he unsuccessfully contested Lok Sabha elections on the ticket of Aam Aadmi Party. <p>1. Deccan Aviation</p> <ul style="list-style-type: none">• Gopinath moved to Bengaluru in 1992 where he bumped into Captain K.J. Samuel, who was his friend in the army. Samuel was now a freelance pilot and was planning to set-up a commercial Helicopter service. In 1995, when the Indian government started a regulatory reforms process to encourage entrepreneurship, Gopinath partnered with Samuel and established Deccan Aviation. Deccan's helicopters were chartered by most politicians and the company also got involved in many rescue missions in Sri Lanka, Nepal, Kabul and south India. The Company grew to become one of the largest private air charter company in India and Sri Lanka. Inspired by the success of Southwest Airlines in the United States and Ryanair in Europe, Deccan Aviation launched India's first low-cost airline, Air Deccan in 2003 Deccan Aviation went public in May 2006, however by then the airline was losing money. The following year, the Vijay Mallya lead UB group purchased a strategic 26 per cent stake in Deccan Aviation. At the time of purchase,	

	<p>Air Deccan connected sixty nine cities around India. Mallya merged the two airlines soon after¹ and Capt. Gopinath sold most of his stake in the company in 2009.</p> <ul style="list-style-type: none"> • During the merger process of Kingfisher with Air Deccan, the Charter services division of Deccan Aviation was transferred into a new company named Deccan Charters Limited after it received its Non-Scheduled Air Operator Permit (NSOP) from the DGCA on 10 October 2008. During that period, the Charter operations continued to perform satisfactorily and increased its presence in off shore flying for the oil sector. <p>2.Deccan Charters</p> <ul style="list-style-type: none"> • Gopinath used the money from the UB Group deal to start Deccan 360, a cargo airline, in May 2009. But that enterprise too was squeezed by a severe cash crunch and shut shop in 2011. The same year, Gopinath became the 100% owner of Deccan Charters by purchasing the stake Mallya held in the company as part of the 2007 deal. The following year, Gopinath launched daily charter flights in the state of Gujarat under the brand name of Deccan Shuttles. The flights connected Ahmedabad, Surat, Jamnagar, Bhavnagar and Kandla using a nine-seater Cessna Grand Caravan aircraft. The service wound up in 2013. In April 2017, Deccan charters bid for and won 34 regional Indian routes under the UDAN scheme. Operating under the brand name Air Deccan, it will commence operations in December 2017 with flights between Mumbai and Nashik. Air Deccan will operate 19-seater Beechcraft 1900D turboprop aircraft that are suitable for short-haul flights. The airline has plans to connect Delhi, Mumbai, Kolkata and Shillong to regional towns in the vicinity of these cities. <p>AWARDS</p> <p>Captain Gopinath has been an important face of India aviation. His business ideologies transformed the airline sector into a thriving and profitable sector. Today, a airline is no more restricted to just an elite group of people but has become a affordable and feasible transportation means in the country. Captain Gopinath's contributions has won him several accolades, some of them have been the Rolex Awards for Enterprise, Rajyotsava Award, Chevalier de la legion d'Honneur, Personality of the Decade Award and Sir M Visvesvaraya Memorial Award.</p> <p>Time Line</p> <p>1997: He started Deccan Aviation operations. 2003: He commenced Air Deccan operations. 2004: Deccan Aviation extended to Sri Lanka. 2007: Air Deccan merged with Kingfisher Airlines. 2009: He commenced Deccan 360 and ran for the Lok Sabha elections. <u>His books are-</u> Simply fly, Simply fly: A Deccan Odyssey, You cannot miss this flight: Essays on emerging India.</p>	
2	Explain supply chain management with a neat diagram.	10
Ans		

	<p>SC lifecycle: commit → schedule → make → deliver</p> <p>SCM Functional process:</p> <ul style="list-style-type: none"> Strategic sourcing and pro-current Forecast and Demand Planning Customer Order Fulfilment Services Distribution Network and Warehouse Operations Production Logistics Transportation and Shipment Management <p>SCM Integrated solution:</p> <p>INTERNET</p> <p>Shared market data collaborative fulfilment</p> <p>supplier → manufacturer → retailer → customer</p> <ul style="list-style-type: none"> • Supply chain management (SCM) is the active management of supply chain activities to maximize customer value and achieve a sustainable competitive advantage. • It represents a conscious effort by the supply chain firms to develop and run supply chains in the most effective & efficient ways possible. • Supply chain activities cover everything from product development, sourcing, production, and logistics, as well as the information systems needed to coordinate these activities. • Needs information from various functional areas • Production plans based on information about product sales (actual and projected) that comes from Marketing and Sales • With accurate data about required production levels: <ul style="list-style-type: none"> - Raw material and packaging can be ordered as needed - Inventory levels can be kept low, saving money 	
3	Identify and narrate the founder who produced the basic computer products, started developing mouse and DOS later windows List the functions of DIC.	10
Ans	<ul style="list-style-type: none"> • District Industries Centre • Lunched in 1978 • 400 DIC"s in India • Nature of Support <ul style="list-style-type: none"> • Information & Consultancy Services, Industrial Inputs • Objectives <ul style="list-style-type: none"> • To promote cottage & SSI in rural area/small towns. • To help entrepreneur with all information under 1 roof. 	

	<ul style="list-style-type: none"> To serve as an integrated administrative framework at district level for industrial development. <p>DIC FUNCTIONS</p> <ul style="list-style-type: none"> Surveys: Action Plan Appraisal Guidance Marketing R & D Training 	
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4	To set up a Small-Scale Industry, the entrepreneur must decide or choose a suitable project. The entrepreneur also has to decide suitable location for the project. Based on these selections, a project feasibility study must be conducted and a brief project profile must be prepared. Justify the above statements by giving appropriate steps.	10
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Ans	<p>FLOW CHART FOR SETTING UP A SMALL ENTERPRISE</p> <pre> graph TD 1["1 SELECTION OF A PROJECT a) Product or Service Selection b) Location Selection c) Project feasibility study d) Prepare Project Profile e) Business plan preparation"] --> 2["2 DECIDE ON THE CONSTITUTION"] 2 --> 3["3 OBTAIN SSI REGISTRATION"] 2 --> 4["4 OBTAIN CLEARANCES FROM SPECIFIC DEPARTMENTS AS APPLICABLE"] 3 --> 5["5 ARRANGE FOR LAND/SHED"] 3 --> 6["6 ARRANGE FOR PLANT & MACHINERY"] 3 --> 7["7 ARRANGE FOR INFRASTRUCTURE"] 4 --> 5 4 --> 6 4 --> 7 5 --> 8["8 PREPARE PROJECT REPORT (BUSINESS PLAN)"] 6 --> 8 7 --> 8 8 --> 9["9 APPLY AND OBTAIN FINANCE"] 9 --> 10["10 a) PROCEED TO IMPLEMENT THE PROJECT b) OBTAIN FINAL CLEARANCES"] </pre> <p>Fig 6.2 Flow Chart for setting up a small enterprises</p>	
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5	List out the various contents of project report.	
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Ans	a) General Information : Information on Product Profile & Product Details.	
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	<p>b) <u>Promoter(s)</u> : His / Her / Their Educational Qualification , Work Experience , Project related experience, special achievements.</p> <p>c) <u>Location</u> : Exact proposed location of the Project, lease or freehold, locational advantages.</p> <p>d) <u>Land & Building</u> : Land areas, built up area, type of construction, cost of construction, detailed plan & cost estimate along with Plant layout.</p> <p>e) <u>Plant & Machinery</u> : Details of Machinery reqd , Capacity, Suppliers, Cost, Various Alternatives Available, Cost of other Miscellaneous Assets.</p> <p>f) <u>Production Process</u> : Description of Production Process , Process Chart, Technical Know How, Technology Alternatives Available, Production Programme etc.</p> <p>g) <u>Utilities</u> : Water , Power, Steam, Compressed Air Requirements, Fuel, Coal / Oil etc., Cost Estimates, Sources of Utilities.</p> <p>h) <u>Transport & Communication</u> : Mode, its associated Costs.</p> <p>i) <u>Raw Material</u> : List of Raw Materials reqd by Quality & Quantity , Sources of Procurement, Cost of Raw Materials, Tie Up Arrangements, if any , for Procurement of Raw Materials, Alternative Raw Materials , if any.</p> <p>j) <u>Man Power</u> : The Requirement such as Skilled, Semi Skilled, & Un Skilled (Helpers), Places of Manpower Availability, requirement of Training & its Cost.</p> <p>k) <u>Products</u> : Product Mix, Product Standard, Estimated Production & Sales Figures, Alternative Product Substitutes , if any.</p> <p>l) <u>Market</u> : End – Users of Products, Distribution of Market as Local, National, International, Trade Practices, Sales Promotion devices etc..</p> <p>m) <u>Requirement of Working Capital</u> : Working Capital Reqd , Sources of Working Capital, need for Collateral Security, Nature & extent of Credit facilities offered & available.</p> <p>n) <u>Requirement of Funds</u> : Break up of Total Project Cost in terms of Costs of Land, Building, Plant & Machinery, Misc. Fixed Assets, Preliminary & Pre -Operative Expenses, Contingencies & Margin Money for Working Capital, Financial Arrangements for meeting the Cost of Setting up of the Project.</p> <p><u>Cost of Production & Profitability of first five years. Break Even Analysis. Schedule of Implementation</u></p>	
6 a	Define ERP and explain its importance with a neat diagram.	5
Ans	<p>MEANING</p> <p>Enterprise Resource Planning(ERP) is an enterprise backbone that integrate</p> <p>1)Business operation</p> <p>2)Information system</p> <p>Within the manufacturing, logistics, distribution, accounting, finance of human resources.</p>	



It includes

- Manufacturing
- Supply chain management
- Financials
- Project management
- Human resources
- Customer relationship management
- Access Control

	<p>It includes</p> <ul style="list-style-type: none"> <input type="checkbox"/> Manufacturing <input type="checkbox"/> Supply chain management <input type="checkbox"/> Financials <input type="checkbox"/> Project management <input type="checkbox"/> Human resources <input type="checkbox"/> Customer relationship management <input type="checkbox"/> Access Control 	
<p>6b</p>	<p>Write a short note on (i) KSFC (ii) NIMSMIET</p>	<p>5</p>
<p>Solu</p>	<ul style="list-style-type: none"> • Karnataka State Financial Corporation • Established in 1951 through a State Financial Corp Act 1951 • KSFC has a branch office in each district • Objectives <ul style="list-style-type: none"> ▪ Cater to financial requirements of small Scale units ▪ To extend medium & long term credits to units <p>KSFC give preference to the projects which are</p> <ul style="list-style-type: none"> • Promoted by technician entrepreneur. • In the small-scale sector. • Located in growth centres and developing areas of the state; • Promoted by entrepreneurs belonging to scheduled castes and scheduled tribes, backward classes and other weaker sections of society. • Characterized by high employment potential. • Capable of utilizing local resources; and • In tune with the declared national priorities. <p>NIMSMIET</p> <ul style="list-style-type: none"> • Micro, Small and Medium Enterprises Board • Headed by Ministry of Micro, Small and Medium Enterprises • Objective: <ul style="list-style-type: none"> ▪ To facilitate coordination & inter institutional linkages among various ministries, banks, financial institutions etc.. • There are 30 MSME DI"s and 28 branch MSME development institutes set up in state capitals and industrial cities. • Functions are 	

	<ul style="list-style-type: none">▪ Assistance/consultancy to prospective entrepreneurs▪ Assistance/consultancy rendered to existing units▪ Preparation of state industrial profiles▪ Preparation/updation of district industrial potential surveys▪ Project profiles	
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