
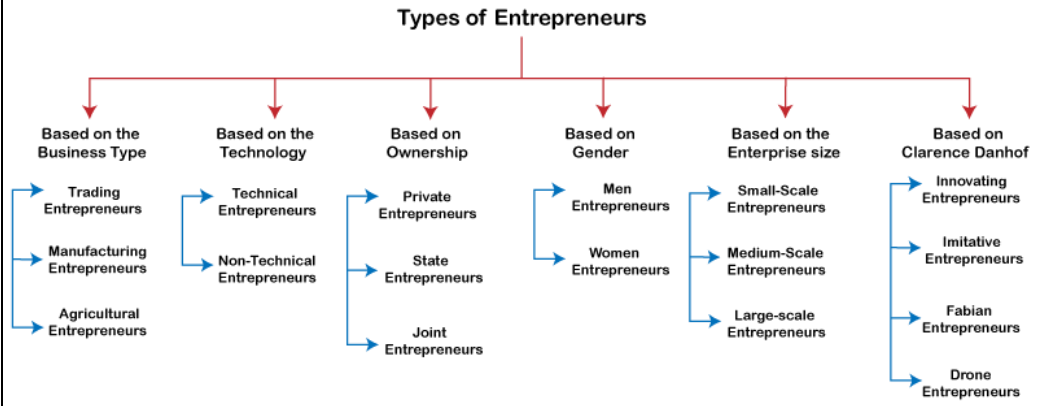
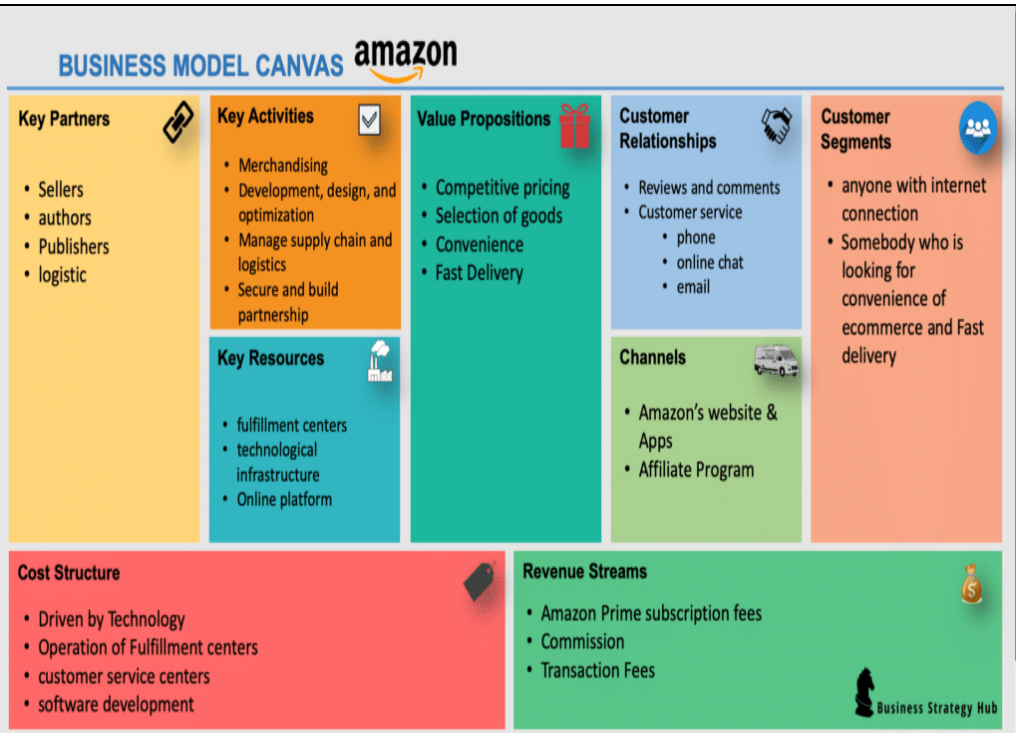


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<b>Internal Assessment Test – I – Answer Key</b>											
Sub:	<b>Entrepreneurship Development</b>						Code:	<b>22MBA12</b>			
Date:	<b>24-03-2023</b>	Duration:	<b>90 mins</b>	Max Marks:	<b>50</b>	Sem:	<b>I</b>	Branch:	<b>MBA</b>		
<b>SET- I</b>											
								<b>Marks</b>		<b>OBE</b>	
								<b>CO</b>	<b>RBT</b>		
<b>Part A - Answer Any Two Full Questions ( 2* 20 = 40 marks)</b>											
1 (a)	<b>Define Entrepreneur.</b> The entrepreneur is defined as someone who has the ability and desire to establish, administer and succeed in a startup venture along with risk entitled to it, to make profits. The best example of entrepreneurship is the starting of a new business venture. The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention.						<b>[03]</b>	<b>CO1</b>	<b>L1</b>		
(b)	<b>Explain the types of entrepreneurs with examples.</b> <div style="text-align: center;"> <p><b>Types of Entrepreneurs</b></p>  <pre> graph TD     Root[Types of Entrepreneurs] --&gt; B1[Based on the Business Type]     Root --&gt; B2[Based on the Technology]     Root --&gt; B3[Based on Ownership]     Root --&gt; B4[Based on Gender]     Root --&gt; B5[Based on the Enterprise size]     Root --&gt; B6[Based on Clarence Danhof]          B1 --&gt; B1_1[Trading Entrepreneurs]     B1 --&gt; B1_2[Manufacturing Entrepreneurs]     B1 --&gt; B1_3[Agricultural Entrepreneurs]          B2 --&gt; B2_1[Technical Entrepreneurs]     B2 --&gt; B2_2[Non-Technical Entrepreneurs]          B3 --&gt; B3_1[Private Entrepreneurs]     B3 --&gt; B3_2[State Entrepreneurs]     B3 --&gt; B3_3[Joint Entrepreneurs]          B4 --&gt; B4_1[Men Entrepreneurs]     B4 --&gt; B4_2[Women Entrepreneurs]          B5 --&gt; B5_1[Small-Scale Entrepreneurs]     B5 --&gt; B5_2[Medium-Scale Entrepreneurs]     B5 --&gt; B5_3[Large-scale Entrepreneurs]          B6 --&gt; B6_1[Innovating Entrepreneurs]     B6 --&gt; B6_2[Imitative Entrepreneurs]     B6 --&gt; B6_3[Fabian Entrepreneurs]     B6 --&gt; B6_4[Drone Entrepreneurs]           </pre> </div>						<b>[07]</b>	<b>CO1</b>	<b>L3</b>		
(c)	<b>Explain the source of new ideas for entrepreneur that has the potential for an opportunity.</b> <b>Entrepreneurs</b> frequently use the following sources of ideas: <b>1. Consumers</b> – the potential consumer should be the final focal point of ideas for the entrepreneurs. The attention to inputs from potential consumers can take the form of informally monitoring potential ideas or needs or formally arranging for consumers to have an opportunity to express their concerns. Care needs to be taken to ensure that the new idea or the needs represents a large enough market to support a new venture. <b>2. Existing Companies</b> – with the help of an established formal methods potential entrepreneurs and intrapreneurs can evaluate competitive products & services on the market which may result in new and more market appealing products and services. <b>3. Distribution channels</b> – members of the distribution channels are familiar with the needs of the market and hence can prove to be excellent sources of new ideas. Not only do the channel members help in finding out unmet or partially met demands leading to new products and services, they also help in marketing						<b>[10]</b>	<b>CO1</b>	<b>L2</b>		

	<p>the offerings so developed.</p> <p><b>4. Government</b>– it can be a source of new product ideas in two ways firstly, the patent office files contain numerous product possibilities that can assist entrepreneurs in obtaining specific product information, and secondly, response to government regulations can come in the form of new product ideas.</p> <p><b>5. Research &amp; development</b>– Entrepreneur’s own R&amp;D is the largest source of new idea. A formal and well-equipped research and development department enables the entrepreneur to conceive and develop successful new product ideas.</p>																								
2 (a)	<p><b>Differentiate between creativity and innovation.</b></p> <table border="1"> <thead> <tr> <th>BASIS FOR COMPARISON</th> <th>CREATIVITY</th> <th>INNOVATION</th> </tr> </thead> <tbody> <tr> <td>Meaning</td> <td>Creativity is an act of creating new ideas, imaginations and possibilities.</td> <td>Innovation is the introduction of something new and effective into the market.</td> </tr> <tr> <td>Process</td> <td>Imaginative</td> <td>Productive</td> </tr> <tr> <td>Quantifiable</td> <td>No</td> <td>Yes</td> </tr> <tr> <td>Related to</td> <td>Thinking something new</td> <td>Introducing something new</td> </tr> <tr> <td>Money Consumption</td> <td>No</td> <td>Yes</td> </tr> <tr> <td>Risk</td> <td>No</td> <td>Yes</td> </tr> </tbody> </table>	BASIS FOR COMPARISON	CREATIVITY	INNOVATION	Meaning	Creativity is an act of creating new ideas, imaginations and possibilities.	Innovation is the introduction of something new and effective into the market.	Process	Imaginative	Productive	Quantifiable	No	Yes	Related to	Thinking something new	Introducing something new	Money Consumption	No	Yes	Risk	No	Yes	[03]	CO1	L1
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(b)	<p><b>Explain the role of entrepreneurs in the development of India.</b></p> <ul style="list-style-type: none"> <li>• Contribution to GNP and Per Capita Income</li> <li>• Employment Generation</li> <li>• Balanced Regional Development</li> <li>• Promotion of Export and Trade</li> <li>• Improvement in the Standard of Living</li> <li>• Increased innovation</li> <li>• Overall development of the country</li> </ul>	[07]	CO1	L2																					
(c)	<p><b>Prepare business model canvas for any e-commerce company operating in India and explain key aspects into it.</b></p>	[10]	CO2	L3																					



Source: <https://bstrategyhub.com/wp-content/uploads/2019/06/Business-Model-Canvas-of-Amazon.png>

<p>3 (a)</p>	<p><b>Write the importance of business model.</b></p> <p>The business model helps to target the customer base for the company. It helps in making marketing strategies, projection of revenues and expenses taking into account the type of Business models and clientele.</p> <p>Every investor needs to review the business model in order to get knowledge about the company’s competitive edge. Understanding the business model helps the investors to have a better sense of financial data. Evaluating the business model helps the investors to get the overall view about the company’s products, its business strategies and future prospects.</p>	<p>[03]</p>	<p>CO2</p>	<p>L1</p>
<p>(b)</p>	<p><b>Describe the marketing and financial aspects of business plan.</b></p> <p><b>Marketing Plan</b> - Marketing plan acts like a road map for all the decisions made during the short term time period. In this step details like how the products and services should be distributed, priced and promoted should be explained clearly. Findings of the marketing research and product forecasts should act like a base for all the marketing plan decisions. The entrepreneur should precisely forecast the demand for products and services which will help to arrive at the expected profits for the firm.</p> <p><b>Financial Plan</b> - Like all the other plans Financial Plan also plays a major role in the business plan by giving the clear explanation on the projection of revenues, costs and profits. First of all it is important to assess the financial feasibility of the business. Minimum three years of forecasted sales and expenses should be provided. In the first year it is essential to prepare the monthly forecasted sales and expenses. In this step, entrepreneur should explain about forecasted sales, cost of goods sold and general and administrative expenses. Net Profit after taxes should also be estimated. Finally in the financial plan three years cash flow statement, balance sheet should be prepared. Sometimes sales will be irregular and payments from the customers will also be on a future date basis. Hence arrangement for getting the short term funds should be finalized. Balance sheet should project the total assets and liabilities of the firm.</p>	<p>[07]</p>	<p>CO2</p>	<p>L2</p>

(c)	<p><b>Explain types of feasibility study.</b></p> <p>There are certain important types of feasibility study which are as follow</p> <ol style="list-style-type: none"> <li>1. Technical Feasibility Study</li> <li>2. Managerial Feasibility Study</li> <li>3. Economic Feasibility Study</li> <li>4. Financial Feasibility Study</li> <li>5. Cultural Feasibility Study</li> <li>6. Social Feasibility Study</li> <li>7. Safety Feasibility Study</li> <li>8. Political Feasibility Study</li> <li>9. Environmental Feasibility Study</li> <li>10. Market Feasibility Study</li> </ol> <p><b>Technical Feasibility Study</b></p> <p>The engineering feasibility of the project is viewed in the technical feasibility. Certain important engineering aspects are covered which are necessary for the designing of the project like civil, structural, and other relevant aspects. The technical capability of the projected technologies and the capabilities of the personnel to be employed in the project are considered.</p> <p>In certain examples especially when projects are in third world countries, technology transfer between cultures and geographical areas should be analyzed. By doing so productivity gain (or loss) and other implications are understood due to the differences in fuel availability, geography, topography, infrastructure support, and other problems.</p> <p><b>Managerial Feasibility Study</b></p> <p>Managerial feasibility is ascertained by certain key elements like employee involvement, demonstrated management availability &amp; capability, and commitment. The managerial and organizational structure of the project is addressed by this feasibility which ensures that the proponent's structure mentioned in the submittal is feasible to the kind of operation undertaken.</p> <p><b>Economic Feasibility Study</b></p> <p>Economic feasibility refers to the feasibility of the considered project to produce economic benefits. A benefit-cost analysis is needed. Furthermore, the economic feasibility of a project can also be evaluated by breakeven analysis. In order to facilitate the consistent basis for the evaluation, the tangible and intangible facets of a project must be translated into economic terms. Economic feasibility is critical even when the project is non-profit in nature.</p> <p><b>Financial Feasibility</b></p> <p>Financial feasibility must be differentiated from economic feasibility. The ability of the project management to raise sufficient funds required to implement the proposed project is included in the financial feasibility. Additional investors and other sources of funds are considered by the project proponents for their projects in many cases.</p> <p>In such situations feasibility, sources, soundness, and applications of these project funds may be a hindrance. Other aspects of financial feasibility should also be viewed, if appropriate, like creditworthiness, loan availability, equity, and loan schedule. The implications of land purchase, leases, and other estates inland are also reviewed in the financial feasibility analysis.</p> <p><b>Cultural Feasibility Study</b></p> <p>The compatibility of the proposed project with the cultural environment of the project is included in the cultural feasibility. Planned operations should be integrated with the local cultural beliefs and practices in labor-intensive projects. For example, what a person is willing to perform or not perform is influenced by his religious beliefs.</p>	[10]	CO2	L2
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	<p><b>Part B - Compulsory (01*10=10 marks) – CASE STUDY</b></p>			
<p>4</p>	<p>The first educator and genius mathematician Mr. Anand Kumar of super 30 has not only transformed under privileged students to become fit enough to get admissions in IITs but he himself has won many accolades and his documentary was aired on discover channel. Mr. Anand Kumar has delivered speeches MIT and Harward and during the speech audience was mesmerized to know the hard work which he has done for transformation the students. His greatest loss was that he couldn't make to Cambridge University because of humble economic background. He won Rs. 25 lakhs at the famous show of KBC of Amitabh Bachan and the entire money was spent on student activities. Mr. Anand Kumar has been given many awards in India and abroad on education excellence.</p>			
<p>(a)</p>	<p><b>Analyze the traits of Mr Anand Kumar which enabled him to be an successful entrepreneur?</b></p>	<p>[10]</p>	<p>CO1</p>	<p>L4</p>

	<ul style="list-style-type: none"><li>• Honesty</li><li>• Trust</li><li>• Hard work</li><li>• Commitment</li><li>• Risk taking</li><li>• Motivation</li><li>• Socially Responsible</li></ul>			
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