

Internal Assessment Test - II

Sub:	Management And Entrepreneurship					Code:	10AL51		
Date:	02 / 11 / 2016	Duration:	90 mins	Max Marks:	50	Sem:	V	Branch:	Mechanical

Answer Any FIVE FULL Questions

	Marks	OBE	
		CO	RBT
1.(a) Explain various stages in entrepreneurial process.	[05]	C06	L1
(b) What are the qualities of an entrepreneur?	[05]	C06	L1
2. Explain in detail about SWOT analysis along with an example.	[10]	C02	L1
3 (a) Briefly explain the importance of project identification.	[05]	C02	L1
(b) Differentiate between entrepreneur, intrapreneur and manager.	[05]	C06	L2
4. What is entrepreneurship? Explain types of entrepreneurs.	[10]	C03	L1
5. What are the barriers of entrepreneurship? Explain the role of entrepreneurs in economic development.	[10]	C06	L1
6 (a) Differentiate between PERT and CPM.	[05]	C04	L2
(b) Explain the process of project appraisal.	[05]	C04	L1

Course Outcomes		PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1:	Describe the basic principles and concepts of Management.						1	1	2	3		3	1
CO2:	Define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses.							1		2	2	2	1
CO3:	Define the principles of entrepreneurial management.								3	3	3	1	2
CO4:	Identify the growth of business through strategic plans, consulting projects.											2	
CO5:	Develop the abilities to plan for effective communication – learn how to reflect, present and evaluate communication.									2	3		2
CO6:	Demonstrate the meaning, functions, types and roles of an entrepreneur.								2	2	3	2	3

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 - *Engineering knowledge*; PO2 - *Problem analysis*; PO3 - *Design/development of solutions*; PO4 - *Conduct investigations of complex problems*; PO5 - *Modern tool usage*; PO6 - *The Engineer and society*; PO7- *Environment and sustainability*; PO8 - *Ethics*; PO9 - *Individual and team work*; PO10 - *Communication*; PO11 - *Project management and finance*; PO12 - *Life-long learning*

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Management and Entrepreneurship

IAT - 2 2016

Solution of the test paper

1. (a) Stages in Entrepreneurial process

(i) Identification and evaluation of the business opportunity.

→ This is the very first step in the entrepreneurial process. An entrepreneur has to be alert to the opportunities knock the door of every entrepreneur only a few seize them and convert them.

(ii) Development of the business plan.

→ Business what have be choosen for which need to put up a plan that how to start and run the business. Where the plan should contain alternative's to over come the barriers.

Determination of resources required

→ An entrepreneur should have a good idea about the resources required with respect to the quality, quantity, prices & sources. This will help the operational capability.

Creation and actual management of the business

→ Always should think of innovative plans and manage the company or business effectively. Should get updates of each and every thing about business.

1(b) Qualities of an Entrepreneur

Entrepreneur as an innovator

- Introduction of new product to the market.
- Introduction of new production method which is not yet tested in the branch of manufacture concerned.
- Opening of a new market into which the product has not previously entered.
- To discovery of a new source of supply of raw material.

Entrepreneur as a risk-Taker

- An entrepreneur assumes all possible risks of business.
- An entrepreneur has to bear uncertainty which can neither be insured against nor be calculated.
- An entrepreneur tries to reduce risk by combining experience.

Entrepreneur as an Organizer

- An organizer has to raise sufficient capital for the smooth running of the organization.
- He has to plan, delegate & execute all facets of business. He must have moral qualities, perseverance & a thorough knowledge of the business world.

2. SWOT Analysis

SWOT is nothing but, strength, weakness, opportunities and threats.

All these related to the business analysis.

- When we select a business, then need to determine the strength what we have, related to the business.
- The number of strength in the business should be more than number of weakness.
- The strength's what we identify help us to understand whether we can go with the particular business (or) not.

Weakness

- Should be less than the strength's what we determine.
- If the weakness are more then better to drop the business plan.

→ Because the weakness will turn out to be the threats for the business.

→ So better to minimize the weakness (or) drop the project

Opportunities

→ Opportunities are directly proportional to the strength of a project.

→ Need to put up more and more innovative ideas and plans to sustain in market.

Threats

→ List out threats what can occur and effect on business project.

→ Threats are directly proportional to the weakness.

→ Threats ~~can~~ can also be from external premises.

3(a)

Importance of project identification

- Before start of any business, its very essential to prepare a report for the project.
- It would be better if the project what been planed to start as a business, been choosen from alternatives.
- Initially need to have alternative plans to start a business.
- For all the ideas we have, need to prepare a business project of report including Strength, weakness, opportunity and threats.
- Which make us easy to identify the exact project with which we can move forward for business.

3(b) Entrepreneur

Intrapreneur

Manager

- | | | |
|---------------------------------------------------------------|--------------------------------------------------|---------------------------------------------|
| → An entrepreneur is independent business man. | → He is a semi independent business man. | → He is an employ of the enterprise. |
| → He bears full risk of the business. he develops & operates. | → He doesnot full bear the risk of the business. | → He never take any risk of the business. |
| → He himself raise the capital of the business | → He suggests to raise the capital. | → He only use the capital provided. |
| → He operates from outside the organization. | → He operates from inside the organization. | → He operates from inside the organization. |
| → An entrepreneur finds difficult to with- draw from business | → He finds easy to with draw from business | → He can leave job any time he wants. |

4. An entrepreneur is one who always searches for change, responds to it & exploits it as an opportunity

Types of entrepreneurs

Innovative entrepreneurs

He/she is the one who starts the business and come up with new ideas & plans to put up their business in different level with profit.

Basically they take huge risk with new step in their business.

Imitative entrepreneurs

They just copy the concept from innovative entrepreneurs with less changes in it. They don't take any risk.

Fabian entrepreneurs

They don't take a step forward unless there is a push (or) they notice the drop in their business.

Drone entrepreneurs

These are type of entrepreneurs who hardly bring any change in business & they stick to their principles irrespective of profit they make.

5. Barriers to Entrepreneurs

Environmental barrier

→ Business can be affected cause of natural calamities.

Financial barrier

→ Investors, share market also affect the business to run smoothly.

Personal barriers

→ lack of confidence, lack of motivation.

Social barriers

Religious and Conservative attitudes which will affect the business.

6(a) PERT

- project evaluation Review technique.
- It emphasizes more on events.
- It is probabilistic in nature.
- Its application in R&D
- It can be applied for big projects.

CPM

- Critical path method.
- It emphasizes more on activities.
- It is deterministic in nature.
- Its application is in business.
- It can be applied for both small & big projects.

6(b) project appraisal

- (i) When a bank has to compare different proposed projects to produce the same product & select the best proposal.
- (ii) When a financial institute has scarce funds & has to select a proposed project among several, even if they are producing diff products.