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Your Roll No.....

Sr. No. of Question Paper : 6453

Unique Paper Code : 61015917

Name of the Paper : Generic Elective –  
Entrepreneurship & New  
Venture Creation

Name of the Course : Bachelor of Management  
Studies (BMS), 2022  
(LOCF)

Semester : III

Duration : 3 Hours

Maximum Marks : 75

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt ALL questions.
3. All questions carry equal marks.

1. Ananya loves reading and telling stories that talk about of change, inspiration, courage, resilience,

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hope, kindness, compassion, innovation, initiative sustainability, progress, social good, small businesses renewable energy, green technologies, and much more

She plans to convert her hobby into a start-up. She wants to use digital media and positive storytelling to showcase the journey of India's most inspiring individuals and institutions. She wishes to showcase constructive work being done in India and thereby advancing the impact of entrepreneurial ecosystem at large.

Ananya is planning to do a feasibility study of her business idea. You are a consultant and have been approached by Ananya to help her assess if her business idea is going to work or not. How will you do a feasibility study in this case? (15)

**OR**

Create a business plan for Ananya that would help her sell the business idea to potential lenders and investors. Develop a list of at least 5 suggestions for Ananya to use when she presents her business plan to potential lenders and investors. (15)

2. When Dhara Batra was younger, she observed in her mother's kitchen, nothing was really 'waste'. Leftover fruit or vegetable peels, uneaten food, or fruit seeds would all eventually find their way into the garden, where her mother would use them to make fertiliser. As a result, plants bloomed and flourished in that garden, and this carpet of green made Dhara fall in love with nature.

This is where the roots of sustainability first took shape for this 30-year-old girl. Dhara is considering the idea of making handbags and wallets made of a combination of algae and organic waste, to cut down on pollution caused by the leather tanning industry. It would resemble animal leather only in its looks, but will be cruelty-free, waterproof, compostable, and durable.

- (a) Work with Dhara to brainstorm ideas for financing alternatives for her venture's capital needs. Rank the list of financing sources that you have developed in order of priority. Briefly explain the advantages and the disadvantages of each. (7.5)

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(b) Dhara has discussed the business idea with her friend Yash, a fashion designer who can help her in designing as well as marketing the products using his experience and network. He has offered to join the business as a partner. Yash is a true businessman who wants to make huge profit but Dhara is very passionate about preservation of environment and sustainability. Should Dhara let Yash join as a partner? Give reasons for your answer. (7.5)

3. (a) With the help of an example from Indian context, explain the relationship between creativity, innovation and entrepreneurship. How do entrepreneurs spot business opportunities? (7.5)

(b) How do small businesses manage to maintain their leadership role in innovating new products and services? (7.5)

4. (a) Larry, who founded Gentle Giant Moving Company, a Boston, Massachusetts-based moving company,

with \$17 and a borrowed truck, understands the importance of moral management in building trust and a solid reputation for his business in the communities that it serves. "We want to give back," says Larry. "That's part of our culture." After a devastating earthquake struck Haiti, Gentle Giant used its moving trucks to collect medical supplies from local businesses and residents and donated them to the non-profit group Partners in Health. The company also operates a charitable foundation that focuses on developing character in young people and preventing homelessness. Although behaving ethically has value in itself, there are many other benefits to companies that adhere to high ethical standards. Highlight 5 benefits that Larry's business could derive by engaging in ethical behaviour. (7.5)

- (b) Why is it so important for small companies to hire the right employees? What can entrepreneurs do to avoid making hiring mistakes? (7.5)

5. Write short notes on any three of the following :

(3×5=15)

- (a) Social entrepreneurship
- (b) An effective business model
- (c) Importance of harvest strategy
- (d) Business incubators
- (e) Government schemes that support entrepreneurs

(400)