Registration No.: .....

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

SCHOOL OF ENTREPRENEURSHIP SKILLS (SES)

1st Semester, 2nd In-Sem, Summer Semester Examination

B. Voc. Program, Session: (2018-19)

Course Name : Creativity, Innovation & Entrepreneurship Development(CIE)
Course Code : SES1101
Instruction :

Time: 1 Hour
Max. Marks: 20

- Answer all questions from Section-A, each question carries 01 mark.
- Answer all questions from Section-B, each question carries 02 marks.
- Answer all questions from Section-C, each question carries 03 marks.
- Write Answers in English only.

Section – A

05X01 = 05 Marks

1. An Entrepreneur is a person who.....
   a) finds Innovative Solutions to Challenges
   b) Creates, builds & manages his own business
   c) finds new ways and ideas to create more productive techniques and processes
   d) provides new value to your business in order to earn more money
2. The concept of entrepreneurship mindset means.....
   a) finding new ways and ideas to create more productive techniques and processes
   b) providing new value to a new business venture in order to earn more money
   c) the set of attitudes, skills and behaviors' that a person need to succeed academically, personally and professionally.
   d) the means by which innovators exploit change as a means
3. The Concept of Entrepreneurial traits is all about.....
   a) the personality characteristics of those who have an entrepreneurial mind set.
   b) the observable human characteristics or distinguishing qualities belonging to a person
   c) the different types of knowledge and skills of an Entrepreneurs
   d) the process of improving the skills and knowledge of someone who want to start or possibly expand a business.
4. The Entrepreneurship decision process refers to.....
   a) art and science of converting business ideas into marketable products
   b) the way of solving problems or identifying opportunities when conventional thinking has failed
   c) to find fresh perspectives and come up with innovative solutions
   d) deciding to become an entrepreneur by leaving present activity
5. The meaning of Intrapreneur is.....
   a) Who finds Innovative Solutions to Challenges
   b) Who is engaged in Creative problem solving
   c) Who deals with obstacles and challenges
   d) Who acts as an entrepreneur within an existing organization and work for the best of the interest of the organization

Section – B

03X02 = 06 Marks

1. Write the important functions of an Entrepreneur.
2. What are the key Characteristics of Entrepreneurship?
3. Write the different types of Entrepreneurs.

Section – C

03X03 = 09 Marks

1. Discuss in brief the Need and Significance of Entrepreneurship.
2. Give a brief overview of Entrepreneurship decision process.
3. Discuss briefly the knowledge and skills required by entrepreneurs.

Registration No.: .....

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

SCHOOL OF ENTREPRENEURSHIP SKILLS (SES)

1st Semester, 2nd In-Sem, Summer Semester Examination

B. Voc. Program, Session: (2018-19)

ANSWER KEYS

Course Name : Creativity, Innovation & Entrepreneurship Development(CIE) **Time:** 1 Hour

Course Code : SES1101 **Max. Marks:** 20

Instruction :

- Answer all questions from Section-A, each question carries 01 mark.
- Answer all questions from Section-B, each question carries 02 mark.
- Answer all questions from Section-C, each question carries 03 mark.
- Write Answers in English only.

Section – A 05X01 = 05 Marks

1. **Ans:** (B)
2. **Ans:** (C)
3. **Ans:** (A)
4. **Ans:** (D)
5. **Ans:** (D)

Section – B 03X02 = 06 Marks

1. **Write the important functions of an Entrepreneur.**

Ans: Broadly, the functions of an entrepreneur are categorized as-

1.Entrepreneurial Functions

2.Managerial Functions

Managerial functions are the ones which an entrepreneur should exhibit once he has started an enterprise. These are essential to sustain an enterprise and move an enterprise towards its goal. The following are the managerial functions.

1.Communication

2.Controlling

3.Coordination

4.Directing towards goal

5.Leadership

6.Motivation

7.Organizing

8.Planning

9.Staffing or recruiting

10. Supervision

These functions help the entrepreneur motivate others towards the goal. It is not essential that the entrepreneur should perform all these functions. Depending on the nature of the enterprise only few of these are required. Also, the entrepreneur can recruit others (managers) to perform these functions. Entrepreneurial functions are the core functions an entrepreneur should possess to start an entrepreneur. Only a person who exhibits these functions

1.Innovation

2.Risk-taking

3.Capability to establish an organization

These functions motivate the entrepreneur himself to start the enterprise. Entrepreneurial functions are Essential for an enterprise to be started and the entrepreneur should exhibit these functions. The entrepreneur should possess all these functions to start an enterprise.

2. **What are the key Characteristics of Entrepreneurship?**

Ans: According to Robert D. Hisrich, Peters and Shepherd, "Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence."

Nature and Characteristics of Entrepreneurship: Entrepreneurship is a multi-dimensional concept and it is unnecessary to consider many factors and perspectives.

Nature of Entrepreneurship is usually attributed to the following-

- Economic activity
- Creative activity
- Purposeful activity
- Dynamic, organizing, innovative function
- Function of risk bearing

3. **Write the different types of Entrepreneurs.**

Ans: TYPES OF ENTREPRENEURS

(1) According to the types of business
-Trading Entrepreneur
- Industrial Entrepreneur
- Agricultural Entrepreneur
-Service Entrepreneur
(2) According to the use of technology
– Technical Entrepreneur
– Non-technical Entrepreneur
(2) According the Area
– Urban Entrepreneur
– Rural Entrepreneur
(3) According to gender
– Men Entrepreneur
– Women Entrepreneur

Another Classification of the Types of Entrepreneurs:

1. Innovative Entrepreneurs
2. Imitative Entrepreneurs/ Adaptive Entrepreneurs
3. Fabian Entrepreneurs
4. Drone Entrepreneurs

Section – C 03X03 = 09 Marks

1. **Discuss in brief the Need and Significance of Entrepreneurship.**

Ans: Small businesses are an essential part of our future economic prosperity because of the following reasons: -

- Employment generation: Entrepreneurial development is looked at as a vehicle for employment generation through promotion of small business.
- Small business dynamism: Great dynamism is one of the qualities of the small and medium enterprises. This quality of dynamism originates in the inherent nature of the small business. The structure of small and medium enterprises is less complex than that of large enterprises and therefore facilitates quicker and

smoother communication and decision- making. This allows for the greater flexibility and mobility of small business management.

- Balanced economic development: Small business promotion needs relatively low investment and therefore can be easily undertaken in rural and semi-urban areas. This in turn creates additional employment in these areas and prevents migration of people from rural to urban areas. Since majority of the people are living in the rural areas, therefore, more of our development efforts should be directed towards this sector.
- Innovations in enterprises: Business enterprises need to be innovative for survival and better performance. It is believed that smaller firms have a relatively higher necessity and capability to innovate. The smaller firms do not face the constraints imposed by large investment in existing technology. Thus they are both free and compelled to innovate. Entrepreneurship development is accelerating the pace of small firm's growth in India. An increased number of small firms are expected to result in more innovations and make the Indian industry compete in the international market.

Importance of Entrepreneurship

Entrepreneurship is the way of identifying opportunities, creating many job opportunities. Entrepreneurship is often difficult, young entrepreneurship often fail when they do not have a strong foundation related to the education and business capital.

A person, who is willing and able to convert an idea or invention into a successful innovation, is regarded as an entrepreneur. Entrepreneurship forces "creative destruction" in the market and industry, as well as create new products and business models. In this way, the damage is responsible for the creative dynamics of the industry and in the long-term economic growth.

Entrepreneurship is about taking risks. Reflects the behavior of the kind of person who is willing to put his career and financial security and take the risk on the idea, spent much time and capital on a certain business. It has been said that entrepreneurship is essential for economic development.

- In capitalistic economies, the entrepreneurs played an important role in their development.
- In socialist economies, the state played the role of the entrepreneur.
- But in a developing country like India which followed the path of mixed economy, both the government and the private entrepreneurs played an equally important role.

Entrepreneurs are regarded as the prime movers of innovations and act as key figures in economic development of a country.

Thus, entrepreneurship:

- Helps the formation of capital by bringing together the savings and investments of people;
- Provides large-scale employment opportunities and increases the purchasing power of the people;
- Promotes balanced regional development in the country;
- Helps in reducing concentration of economic power (power to own the factor of production in a few hands).
- Helps in the Creation of job opportunities
- Helps in nurshing innovation that provides new ventures, product, technology, market, quality of good etc. to the economy that increases Gross Domestic Products and standard of living of the people.
- Leads to Community development, more stability and a higher quality of community life.
- Provides a wide spectrum of ventures and entrepreneurs in the economy. The vast open arena of entrepreneurship thus acts as an incubator to entrepreneurs.
- Enhances standard of living of the people in the society

  Promotes research and development

2. Give a brief overview of Entrepreneurship decision process.

Ans: Entrepreneurial Decision Process is about deciding to become an entrepreneur by leaving present activity i.e. a movement from the present lifestyle to forming a new enterprise. The decision to start a new company occurs when an individual perceives that forming a new enterprise is both desirable and possible.

The decision to become an entrepreneur to start a new business consist of several sequential steps-

1. The decision to leave a present career or lifestyle (Pushing and pulling influences active in the decision to leave a present career or lifestyle
2. The decision about desirability of new venture formation i.e. the aspects of a situation that make it desirable to start a new venture and this relates to culture, subculture, family, teachers and peers.
3. The decision about possibility of new venture formation i.e. factors making it possible to create a new venture like government, background, marketing, financial, role models.

Desirability of New Venture Formation: -

(Desirability of new venture formation means the different aspects of a situation that make it desirable to start a new company. Following are some of the key consideration about Desirability of new venture formation: -

1. The perception that starting a new company is desirable results from an individual's culture, subculture, family, teachers and peers.
   - American culture places a high value on being your own boss, being a success and making money therefore, it is not surprising to find a high rate of company formation in the United States.
   - On the other hand, in some countries making money is not as valued and failure may be a disgrace. The rate of business formation in these countries is not as high.
2. Many subcultures that shape value systems operate within a cultural framework.
   - In India they include Marwari, Gujrati, and Rajasthani Businessmen. In the U.S. they include Route 128 (Boston), Silicon Valley (California), and North Carolina Triangle.
   - These subcultures support and even promote entrepreneurship.
3. Studies indicate that a high percentage of founders of companies had fathers and/or mothers who valued independence.
4. Encouragement to form a company is also gained from teachers, who can significantly influence individuals.
5. An area having a strong educational base is also a requirement for entrepreneurial activity.
6. Peers are important, also, as is an area with an entrepreneurial pool and peer-meeting place.

Possibility of New Venture Formation: - (Factors making it possible to create a new venture)

Although the desire of new venture formation derived from the individual's culture, subculture, family, teachers and peers needs to be present before any action is taken, the second feature necessary centres around this question "What makes it possible to form a new company?"

1. The government contributes by providing the infrastructure to help a new venture.
   - The India has the necessary roads, communication and transportation systems, utilities, and Economic stability
   - The Indian tax rate for companies and individuals is better than in some European countries.
2. The entrepreneur must have the necessary background.
   - Formal education and previous business experience give a potential entrepreneur the skills needed to form and manage a new enterprise.
   - Although educational systems are important in providing the needed business knowledge, individual will tend to be more successful in forming in fields in which they have worked.
3. The market must be large enough and the entrepreneur must have the marketing know-how to put together the entire package.
4. The entrepreneur must have the marketing know-how to put together the entire package.
5. A role model can powerfully influence the perception of venture possibility.
6. Finally, financial resources must be readily available.
   - Although most start-up money comes from personal savings, credit, and friends, but there is often a need for additional capital.

   Risk-capital availability plays an essential role in the development and growth of entrepreneurial activity.

3. Discuss briefly the knowledge and skills required by entrepreneurs.

Ans: Entrepreneurs should have a certain command of knowledge in business, Law, Finance, Accounting, Tax etc. As an Entrepreneur it is not necessary to be expert in each area, but it is required to understand and grasp knowledge of his own program and relevant programs, and comprehend by analogy. The different types of knowledge required by Entrepreneurs are as follows:

1. Academic Technical Knowledge:
2. Knowledge of Financial Management:
3. Knowledge of Operation Management:
4. Knowledge of Law:
5. Knowledge of Finance

A person who decides to become an entrepreneur or starting entrepreneurial journey, need knowledge in several areas when starting or running a business. For instance:

- Business Knowledge: Do you have a good general knowledge of the main functional areas of a business (sales, marketing, finance, and operations), and are you able to operate or manage others in these areas with a reasonable degree of competence?
- Entrepreneurial Knowledge: Do you understand how entrepreneurs raise capital? And do you understand the sheer amount of experimentation and hard work that may be needed to find a business model that works for you?
- Opportunity-Specific Knowledge: Do you understand the market you're attempting to enter, and do you know what you need to do to bring your product or service to market?
- Venture-Specific Knowledge: Do you know what you need to do to make this type of business successful? And do you understand the specifics of the business that you want to start? (This is where it's often useful to work for a short time in a similar business.)

SKILLS REQUIRED BY ENTREPRENEURS

There are many skills that an Entrepreneur develop over time along with their knowledge. A successful Entrepreneur possess various skills which are as follows:

1. Administration Skills
2. Leadership Skills
3. Interpersonal Skills
4. Problem-solving skills
5. Technical Skills
6. Marketing and Selling Skills
7. Decision-Making Skills
8. Conflict and Consensus Management Skills (To manage emotional / Affective conflict and to manage Cognitive conflict)
9. Communication Skills (Reading, Writing, Speaking, Listening skills)
10. Creativity and Soft Skills
11. Business Acumen and Entrepreneurial Skills

INTERPERSONAL SKILLS

As a successful entrepreneur, you'll have to work closely with people – this is where it is critical to be able to build great relationships with your team, customers, suppliers, shareholders, investors, and more. The types of interpersonal skills you'll need include:

- **Leadership and Motivation:** Can you lead and motivate others to follow you and deliver your vision? And are you able to delegate work to others?
- **Communication Skills:** Are you competent with all types of communication? You need to be able to communicate well to sell your vision of the future to investors, potential clients, team members, and more.
- **Listening:** Do you hear what others are telling you? Your ability to listen can make or break you as an entrepreneur. Make sure that you're skilled at active listening and empathetic listening.

- **Personal Relations:** Are you emotionally intelligent? The higher your EI, the easier it will be for you to work with others. The good news is that you can improve your emotional intelligence!
- **Negotiation:** Are you a good negotiator? Not only do you need to negotiate keen prices, you also need to be able to resolve differences between people in a positive, mutually beneficial way.
- **Ethics:** Do you deal with people based on respect, integrity, fairness, and truthfulness? Can you lead ethically? You'll find it hard to build a happy, committed team if you deal with people–staff, customers or suppliers – in a shabby way.

CRITICAL AND CREATIVE THINKING SKILLS

As an entrepreneur, you also need to come up with fresh ideas, and make good decisions about opportunities and potential projects. Many people think that you're either born creative or you're not. However, creativity is a skill that you can develop if you invest the time and effort.

- **Creative Thinking:** Are you able to see situations from a variety of perspectives and come up with original ideas? (There are many creativity tools that will help you do this.)
- **Problem Solving:** How good are you at coming up with sound solutions to the problems you're facing? Tools such as Cause & Effect Analysis, the 5 Whys technique and CATWOE are just some of the problem-solving tools that you'll need to be familiar with.
- **Recognizing Opportunities:** Do you recognize opportunities when they present themselves? Can you spot a trend? And are you able to create a plan to take advantage of the opportunities you identify?

PRACTICAL SKILLS

You also need the practical skills and knowledge needed to produce goods or services effectively, and run a company.

- **Goal Setting:** Do you regularly set goals , create a plan to achieve them, and then carry out that plan?
- **Planning and Organizing:** Do you have the talents, skills, and abilities necessary to achieve your goals? Can you coordinate people to achieve these efficiently and effectively? (Here, effective project management skills are important, as are basic organization skills) And do you know how to develop a coherent well thought-through business plan including developing and learning from appropriate financial forecasts.

  Decision Making: How good are you at making decisions? Do you make them based on relevant information and by weighing the potential consequences? And are you confident in the decisions that you make?

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BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of Entrepreneurship Skills

First Semester, II-InSem. Summer Semester Examination

B. Voc. Program, Session (2018-19)

Course Code: SES 1102 **Time: 1 Hour**
Course Name: Entrepreneurial Motivation Training (EMT) **Max. Marks: 20**

Instruction:
(i) Answer all questions from Section-A, each question carries One Mark. Answer all questions from Section-B, each question carries Two Marks. Answer all questions from Section-C, each question carries Three Marks.
(ii) Please write all the answers in **ENGLISH** only

Section – A

05X01 = 05 Marks

1. Johari Window is named after_____.
   (a) Teachers (b) Microsoft Program (c) Two Psychologists (d) Students
2. The founder of Oyo Rooms is _____.
   (a) Taj Group (b) Ritesh Agarwal (c) Bhavish Aggarwal (d) Mukesh Ambani
3. Persuasion is a _____.
   (a) Competence (b) Product (c) Service (d) Enterprise
4. Arena is _____.
   (a)Closed Personality (b)Ideal Personality (c)Dark Personality (d) Student Personality
5. Johari Window explains_____.
   (a) Compartments (b) Habits (c) Window Structure (d) Human Personality

Section – B

03X02 = 06 Marks

1. What is Johari Window?
2. What did you learn from Boat Building Game?
3. What is Competence? List eight Competencies.

Section – C

03X03 = 09 Marks

1. What factors and traits lead Ritesh Agarwal to success? Explain in detail.
2. How do you explain Personality Development through Johari Window?
3. Draw the flow chart of Systematic Planning for success of your Business.

Registration No.: .....

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

School of Entrepreneurship Skills

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(ii) Please write all the answers in **ENGLISH** only

Section – A 05X01 = 05 Marks

1. Johari Window is named after_____.
   (a) Teachers (b) Microsoft Program **(c) Two Psychologists** (d) Students
2. The founder of Oyo Rooms is _____.
   (a) Taj Group **(b) Ritesh Agarwal** (c) Bhavish Aggarwal (d) Mukesh Ambani
3. Persuasion is a _____.
   (a) Competence (b) Product (c) Service (d) Enterprise
4. Arena is _____.
   (a)Closed Personality **(b)Ideal Personality** (c)Dark Personality (d) Student Personality
5. Johari Window explains_____.
   (a) Compartments (b) Habits (c) Window Structure **(d) Human Personality**

Section – B 03X02 = 06 Marks

1. What is Johari Window?

A. The Johari window is a technique that helps people better understand their relationship with themselves and others. It was created by two Psychologists, Joseph Luft (1916–2014) and Harrington Ingham (1916–1995) in 1955. They classified human personality into four types represented by a window with four compartments. Success of a person at any phase of life depends on his/her personality. While taking up self employment, a person should find out what type of personality the venture demands and whether the personality suits to that venture or not and if not what suitable changes one has to make in ones own personality and nature.

Quadrant 1: The Arena
Quadrant 2: Blind Spots
Quadrant 3: The Facade
Quadrant 4: The Dark

2. What did you learn from Boat Building Game?

A. The Boat Building Game gave me good experience and understanding about the importance of entrepreneurial competencies for achieving success in enterprise. The list is as follows:

a. Concern for quality

b. Systematic Planning

c. Commitment to work contract

d. Efficiency Orientation

e. Seeking challenge

f. Taking personal responsibility for success or failure

g. Ability to cope with the stress

h. Managing time

i. Risk taking

It also enabled me to know the importance of Skill Development to become a successful entrepreneur.

3. What is Competence? List eight Competencies.

A. A Competence is an underlying characteristic of a person, which results in effective or superior performance in a job. A job competence is an underlying characteristic of a person in that it may be a motive/trait/skill aspect of one's self image or a body of knowledge which one uses. The existence of these characteristics may or may not be known to the person. In this sense, the characteristics may be unconscious aspect of the person. In simple terms, a competence is a combination of a body of knowledge, set of skills and cluster of appropriate motives/traits that an individual possesses to perform a given task effectively and efficiently.

(1) Initiative
(2) Persistence
(3) Systematic Planning
(4) Problem Solving
(5) Self-Confidence
(6) Assertiveness
(7) Persuasion
(8) Efficiency Orientation

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Section – C 03X03 = 09 Marks

1. What factors and traits lead Ritesh Agarwal to success? Explain in detail.

Ritesh was born to a business class family in Bissam Cuttack in Orissa and attended the Sacred Heart School in Rayagada, Orissa. During the growing up days in Rayagada, Odisha, it was all about fun and learning for him but his ways were rather unconventional from those of other kids. His fun elements including screwing around with the computer, and trying hard to find opportunities to make mistakes, so that he could learn new stuff. And doing that he gained a keen interest in software. This started with the idea of it, moved on to knowing about it and then the hunger just went on increasing. To quench his thirst, he borrowed his elder brother's books for programming. Some of the basic languages like Basic and Pascal were taught in school itself and the rest he managed to learn from Google baba.

Ritesh Agarwal is the young Founder & CEO of OYO Rooms – fastest growing Branded network of hotels offline & online. With a current valuation of nearly Rs.360 Crore, OYO rooms does nothing out of the box but provides travellers the coolest yet cheapest efficient, standardized rooms with no add-ons attached to it! OYO means "ON YOUR OWN"

The following important factors and traits helped Ritesh to become successful entrepreneur.

1. Thirst for learning
2. Keen interest
3. Travelling
4. Meeting entrepreneurs
5. Reading about start-ups
6. Self motivation
7. Craving to Kick-Start Venture
8. Resource mobilization
9. Identifying the need
10. Long term Planning
11. Business idea
12. Decision making
13. Problem solving
14. Self Confidence
15. Hard work
16. Computer skills
17. Updating knowledge
18. Risk taking ability
19. Cope up with challenges
20. Learning from others

2. How do you explain Personality Development through Johari Window?

The Johari window is a technique that helps people better understand their relationship with themselves and others. It was created by psychologists Joseph Luft (1916–2014) and Harrington Ingham (1916–1995) in 1955, and is used primarily in self-help groups and corporate settings as a heuristic exercise. Luft and Ingham called their Johari Window model 'Johari' after combining their first names, Joe and Harrington. The four quadrants are

Arena (The things I know about myself and others know about me)	**Blind** (Things I don't know about myself)
Façade (Things Others don't know about me)	**Dark** (Things Not known to both)

(1) **Open or Arena:** The arena is the information that you know about yourself and that others also know. It is the obvious things, e.g. race, name, height, weight, etc. It is those things that you told others when you introduce yourself. It is also those feelings that you have shared about you. It is all of that information that you wanted other people to know. This is an area that is very open for all to see.

(2) **Blind Spot:** The blind spot is the information that others know about you, but you don't know about yourself. What are some things that people have said about you that you didn't know? There are also positive things such as being a good listener or talker. We may feel that we are not a good listener or talker, but our friends may feel differently.

(3) **Hidden or Façade:** The hidden area contains all that information that we don't want others to know about us. It's that closet of feelings, insecurities, and not-so-great experiences. It's the private information.

(4) **Dark:** The unknown area contains information that you don't know and others don't know. It could be abilities and potentials that you have not discovered about yourself yet. An example could be that you might be a great salesperson or customer service representative, but for now you don't know whether you have that ability or not.

Information can move from one pane to the next as you develop mutual trust, share hopes and dreams, and find similarities and things in common. We get over our differences and start to trust each other as classmates and teammates. As time goes on and we begin to trust each other we start to tell more and more information about ourselves. We start to expand the arena. The importance of learning more about ourselves is critical to our success in the world. It is also critical to reaching our goals, becoming independent, and building a bridge for the future. We need to become more open, confident, and comfortable with who we are. We need to build our self-esteem because we have a lot to give to the world and our families. Everyone is not out to get us, and in fact they may have good feedback for us if we are open to it.

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

3. Draw the flow chart of Systematic Planning for success of your Business.

Flow chart of Systematic Planning

Systematic Planning

Understanding the task completely

Breaking a large task into small sub-tasks

Information seeking to formulate methodology and strategies

Revising the utility of methods and strategies in the task

Anticipation of risk and barriers

Decision making

Learning from the past experience (ours & others)

Understanding other related subject matters

Co-ordination of strategies

Answer key

SCHOOL OF ENTREPRENEURSHIP SKILLS

I SEMESTER/ SECOND IN-SEMESTER EXAMINATION – 2018-19

SUMMER SEMESTER, B. VOC. PROGRAM

Course Code: SES1103 **Time: 1 Hour**

Course Name: Generating Business Ideas,

Opportunity Recognition & Market Survey

1. b)

2. a)

3. b)

4. a)

5. b)

Short-Answer Type Questions

6. This question involves information from the students themselves.

7. Consider whether the people in your area have some special characteristics or skills that could be useful for a business:

•• Are there people in your community who are good artisans, tailors or carpenters or who have specific skills creating items unique to your area?

•• Are there recent graduates looking for jobs who you could employ?

•• Are there caregivers, nurses or people who could offer services to children, the elderly or the sick?

•• Is your community digitally connected?

•• Is the infrastructure in your community well developed?

8. Natural resources include materials from soil, agriculture, forest, mineral, water, etc. Perhaps there is good clay soil in the area that can be used for making bricks. It may be used for other business ventures such as making plates, cups or tiles..

9. **Your own experience** - Look at the list of your interests, your experiences and your networks. Are there any possible business ideas that you can derive from your own past experience? Think about each type of experience.

Start with yourself. What has your experience been as a customer in the market place? Have you ever searched all day for some items that you could not find in any store in your area? Think about the goods and services you have wanted at different times and that you have had difficulty finding.

Other people's experiences - The people around you are potential customers. It is important to understand their experience trying to find goods and services that are unavailable or not exactly what they need. Listen carefully to what these people say about their shopping experience. Ask your family and friends about the things they would like to find that are not locally available. Expand your social

knowledge by talking to people from different age groups, social classes, etc. You can also visit community groups, colleges, etc. for a greater understanding of the market.

10. Business opportunities can also be generated by using materials that have been previously used by both homeowners and businesses. Think about the possible use of waste materials for the production of other useful and marketable items. Recyclable waste products can be identified by analysing certain items to see how they are discarded. Man-made waste has a detrimental effect on the environment. In most cases, companies are keen to work with entrepreneurs who can turn their waste products into valuable and marketable items.

11. Newspapers are a great source of ideas. They often describe types of businesses that you could start or products that you could provide in your area. The classified advertisements may give you ideas, as well as articles about business trends in other places.

Registration No: .....

SCHOOL OF ENTREPRENEURSHIP SKILLS

I SEMESTER/ SECOND IN-SEMESTER EXAMINATION – 2018-19

SUMMER SEMESTER, B. VOC. PROGRAM

Course Code: SES1103 **Time: 1 Hour**

Course Name: Generating Business Ideas,

Opportunity Recognition & Market Survey **Max. Marks: 20**

Instructions:

1. Answers all questions from Section A, each question carries one mark.
2. Answers all questions from Section A, each question carries two marks.
3. Answers all questions from Section A, each question carries three marks

Section-A

1. Which of the following is a true statement? **5*1= 05 Marks**

a) Publications from the internet and other printed material may not help you find ideas.

b) Publications from the internet and other printed material may help you find ideas.

c) Publications from the internet and other printed material may not help in any form.

2. Which of the following is a true statement?

a) Some imported goods have high import duties, making them very expensive.

b) Some imported goods have low import duties, making them very expensive.

c) Some imported goods have high import duties, making them very cheap.

Choose the suitable answer

3. You can use your..... to find more business ideas in your area.

a) destructivity b) creativity c) negativity d) depression

4. Another way of discovering business ideas is to look around your local .....

a) community b) fruits c) jewellery d) restaurants

5. You can check the ..... pages for additional businesses being advertised

a) blue b) yellow d) green d) maroon

Section-B

3*2= 06 Marks

6. Make a list of businesses that are not available in the area where you want to do business.

7. Why characteristics and skills of people in the local community need to be checked while starting a business.

8. What is meant by "Natural resources"?

Section-C

3*3 =09 Marks

9. Explain the term "Draw from experience".

10. How can business opportunities also be generated by using waste materials?

11. How can newspapers be helpful in generating a business idea?

Registration No.: .....

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

SCHOOL OF ENTREPRENEURSHIP SKILLS (SES)

1st Semester, 2nd In-Sem, Summer Semester Examination

B. Voc. Program, Session: (2018-19)

Course Name : Planning for MSMEs (PMSME)
Course Code : SES1104
Instruction :

Time: 1 Hour
Max. Marks: 20

- Answer all questions from Section-A, each question carries 01 mark.
- Answer all questions from Section-B, each question carries 02 marks.
- Answer all questions from Section-C, each question carries 03 marks.
- Write Answers in English only.

Section – A

05X01 = 05 Marks

1. One of the aspects of Entrepreneurship process is .....
   a) Feasibility Study b) Business Planning c) Creative Problem Solving d) Survey

2. PDCA stands for.....?
   a) Plan, Do, Check, Act b) Planning, Drafting, Counselling, Actions
   c) Plan, Do, Correct, Add d) Post Diploma in Computer Applications

3. An Opportunity means ....
   a) Money Making Idea
   b) Business Opportunity for Planning Micro Enterprise
   c) A Favorable set of circumstances that creates a need for a new product, service or business
   d) Demand for a product in the Market

4. Brainstorming is one of the .....
   a) Steps in Brain Writing technique of generating creative ideas
   b) Generating MMIs
   c) Creative Problem Solving Techniques
   d) All of the above

5. The full form of PMSME is.....
   a) Plan for Managing SMEs
   b) Planning Micro, Small & Medium Enterprise
   c) Performance of MSMEs
   d) Planning and Managing Small & Medium Enterprise

Section – B

03X02 = 06 Marks

1. What is Business Planning?
2. Give definition of Business Plan.
3. What are the different techniques of generating creative ideas?

Section – C

03X03 = 09 Marks

1. Discuss the Basic considerations in Planning a Small Enterprise.
2. Describe briefly the Conceptual framework of Planning a Small Enterprise.
3. Discuss in brief the format of Business Plan.

Registration No.: .....

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- Answer all questions from Section-C, each question carries 03 mark.
- Write Answers in English only.

Section – A 05X01 = 05 Marks

1. **Ans:** (B)
2. **Ans:** (A)
3. **Ans:** (C)
4. **Ans:** (C)
5. **Ans:** (B)

Section – B 03X02 = 06 Marks

1. **What is Business Planning?**

Ans: Business planning is the process of determining a commercial enterprise's objectives, strategies and projected actions in order to promote its survival and development within a given time frame. Business planning mostly focuses on two key aspects: dealing with risks and making profits.

Business planning process requires deep investigation, careful evaluation of all factors, which might have an impact on the result, and study of possible company's actions results. Apart from that, business planning determines management actions for expansion process, designs new ways of acting and includes revision of all enterprise's operations.

2. **Give definition of Business Plan.**

Ans: A business plan is the written description of the future direction of the business. It helps entrepreneur in Putting Ideas together and Preparing B-Plan Draft.

A good business plan must be developed in order to exploit the defined opportunity. Preparing a Business Plan based on the creative ideas, analytical data, field reports, information collected from different sources etc. is a very time-consuming phase of the entrepreneurial process.

An entrepreneur usually has not prepared a business plan before and does not have the resources available to do a good job. A good business plan is essential to developing the opportunity and determining the resources required, obtaining those resources, and successfully managing the resulting venture.

3. **What are the different techniques of generating creative ideas?**

Ans: The entrepreneur can use several methods to help generate and test new ideas, including focus groups, brain storming and problem inventory analysis etc.

Focus groups- Group of individuals providing information in a structured format is called a focus group. The group of 8 to 14 participants is simulated by comments from other group members in creatively conceptualizing and developing new product idea to fulfill a market need.

Brainstorming- A group method of obtaining new ideas and solutions is called brainstorming. The brainstorming method for generating new ideas is based on the fact that people can be stimulated to greater creativity by meeting with others an d participating with organized group experiences. Although most of the ideas generated from the group have no basis for further development, often a good idea emerges.

Problem inventory Analysis-Problem inventory analysis uses individuals in a manner that is analogous to focus groups to generate new product ideas. However instead of generating new ideas themselves, consumers are provided with a list of problems in a general product category. They are then asked to identify and discuss products in this category that have the particular problem. This method is often effective since it is easier to relate known products to suggested problems and arrive at a new product idea then to generate an entirely new idea by itself.

Section – C 03X03 = 09 Marks

1. Discuss the Basic considerations in Planning a Small Enterprise.

Ans: Basic considerations in Planning a Small Enterprise: Starting a new small business enterprise is not an easy job. It is as complex and as difficult as birth of a child. The entrepreneur has to act both as a mother and a midwife because it is the entrepreneur who conceives the business idea and faces various difficulties to bring the new enterprise into existence and bring it up into a successful venture.

An entrepreneur or a businessman who wants to plan and launch a new small enterprise has to take into account some basic considerations in planning and setting up a new small business unit and is required to take decisions with regard to the following factors:

1. **Selection of Line of Business:** The process of setting up a new business enterprise begins when the businessman has some idea which can be implemented to earn profit. The proposed business ideas are analyzed and market survey of various business opportunities is conducted in order to know the various lines of business which the entrepreneur can take up and a proper decision is made about the selection of line of business.
2. **Choice of Form of Ownership:** This is a critical consideration while planning a small enterprise that determines the authority of the entrepreneur launching the business. The choice is made based on the factors like type and size of the proposed business, capital requirements, managerial skills requirements, market coverage, limit of liability, Tax liability and legal formalities etc. Accordingly, a business organization may take the form of sole proprietorship, Partnership, or joint stock company.
3. **Size of Business:** Considering the optimum size of the proposed enterprise in order to achieve maximum output at minimum cost, to earn higher profit and most importantly to adapt to changes without much loss, should essentially be based on the proper consideration of influences and impact of various forces which determine the small scale of operation.
4. **Financing the Proposition:** This is one of the most basic consideration to make available sufficient amount of capital for the initiation and continuation of business enterprise, for meeting the initial needs and future requirements of the business and for meeting day-to-day expenses of the business, etc. Managerial decisions are required to be taken with regard to the amount of short-term and long-term capital requirements, the cost of raising funds, the determination of an optimum capital structure, the estimation of return of investment and the determination of the time appropriate for raising funds from various resources.
5. **Location of Business:** This is an important consideration while planning for a small enterprise. The adequate care has to be taken while selecting the optimum location of the proposed business activities so that the costs of production and distribution are the lowest possible, easy access to raw material, labour, power, markets and certain services like banking, transportation, communication, insurance and warehousing is possible.
6. **Machines and Equipments:** Availability of funds, size of production, nature of production process, and availability of repair and maintenance services and spare parts are some of the important considerations while selecting a particular machine or equipments for the proposed business venture.
7. **Plant Layout:** Adequate care has to be taken while deciding about the type or pattern of layout. The availability of the space, nature of production system, efficient to achieve economy and efficiency in operations, facilitating proper material handling, allowing materials to move through necessary operations rapidly and in the most direct way possible, taking care of intensity of in-process, leading to

optimum utilization of men, machines, equipments and space, reducing the chances of delays and bottlenecks in the production system and eventually reducing transport, material handling, clerical and other costs and increasing inventory turnover are some of the most basic considerations while planning a suitable layout of the physical facilities.

8. **Human Resources:** Planning for the adequate skilled, unskilled and managerial manpower is an important consideration and an entrepreneur has to consider carefully the employment of right type of persons, placing the right person at the right place, giving them the necessary training, and motivation of the workforce in order to help them to contribute efficiently and effectively for the achievement of the objectives of the enterprise.
9. **Procedural Formalities:** In almost every type of business, some procedural formalities have to be observed while starting a new enterprise and this deserves the proper attention of the entrepreneur.

2. **Describe briefly the Conceptual framework of Planning a Small Enterprise.**

Ans: The conceptual framework is essentially a theoretical structure of Concepts, assumptions, principles, and rules that holds together the ideas comprising a broad concept. This refers to a framework of relevant business ideas & concepts, Strategic intents, broad objectives & goals, strategies and actions that are envisioned to craft a business plan. It maps out the actions required in the course of the entrepreneurial journey to start and operate small start-up business given his previous knowledge, skills, competencies and his subjective /objective perspectives, insights and observations on the integral issues and practical considerations in Planning a Small Enterprise.

Why conceptual framework for planning a new business is Required?

• The conceptual framework particularly lays out the foundation to entrepreneurial perspectives and orientation of the entrepreneur that guide moving in the right direction while planning for any start up business prior to writing a business plan, a detailed description of the intended business and how the business intends to achieve its goals.

• It "sets the stage" for the process of planning a new business and conceptualizing a well written Business plan.

• The idea behind putting together a well thought-out conceptual framework is to enable the entrepreneur to have a more defined picture of potential costs and drawbacks to their entrepreneurial decisions of planning and starting a small business enterprise and precisely figuring out the practical considerations involved in the transition from the present lifestyle to becoming an entrepreneur in the light of the Desirability and Possibility of starting a new venture.

• This tends to steers the whole process of entrepreneurial journey of an entrepreneur and serves as a "map" that guides and drives him towards realizing the entrepreneurial objectives or intent of Planning a Small Enterprise.

Dimensions (Key Aspects) of the Conceptual Framework of Planning a Small Enterprise

The key aspects or the important dimensions (key conceptual aspects) that an entrepreneur can use to think through within the given modular framework of the Entrepreneurship Process to plan a new small business are related to the following conceptual phases-

1. Creation Phase
2. Building Phase
3. Operating Phase
4. Managing Phase

The above suggested phases are abbreviated as framework for planning a new small business and is known as CBOM Framework.

The Creation Phase tends to contemplate the following key conceptual aspects-

- **Idea Conception-** This involve the concepts of generating pool of Creative Ideas, identifying Money Making Ideas (MMIs), segregating viable Business Ideas.
- **Opportunity recognition and Idea Incubation framework** (from Idea to the profitable business opportunity): This involve recognizing profitable Business Opportunity (Promising new product/Service ideas), and further incubating the idea to define the opportunity into a new product & subsequently developing a prototype of the new product (New Product Planning & Prototype Development process)
  (Idea Incubation essentially involve assess market needs, identify potential customers, define Minimum Viable Product (MVP) first, build consensus on it, and, then, prepare a product development roadmap. The outcome of this stage is a well-defined MVP that is acceptable to most of the stakeholders and a high-level roadmap for new product.)
- **Defining Business Concept statement, Specifying Value Proposition and Developing Business Model** (a business model is the method of doing business by which a company can sustain itself i.e. generate revenue. The business model spells-out how a company makes money by specifying where it is positioned in the value chain. The business model is the mechanism through which the company generates its profit. E.g. web-based business models)
- **Crafting a detailed Business Plan-** This involve a wide spectrum of conceptual issues to be structured meaningfully so as to properly organize the entrepreneurial thoughts and creative ideas in written form. This tends to involve the key aspects related to Market Analysis & Target Market Profile, Environmental Scanning and Situation Analysis, Industry Analysis, Competitive Environment Analysis, Feasibility Study, Business Risk Profile, New venture Goals & Objectives, Strategic Intent (Vision, Mission, Business Strategy), SWOT Profile, New Venture Description, Production Plan, Operations Plan, Marketing Plan, Organizational Plan, Assessment of Risk, Financial Plan, New Business Project Implementation Plan (Business Plan Implementation Framework), Schedule to Measure Business Plan Progress, New Business Launch Program, and Schedule for updating the Business Plan.

The Building Phase tends to contemplate the following key conceptual aspects-

- Determination of the Resources Required and involve the key aspects related to Determining existing resources, Identify Resource Gaps and available Suppliers, develop access to and procure needed resources.
- This further tends to involve the activities like deciding about Location of Business, sourcing Machines and Equipments, decisions about operations and Plant Layout, Building Team and procuring Human Resources, developing organizational structure, work system, operating procedures etc., and finally ensuring the compliance with the Procedural formalities which necessarily have to be observed while starting a new enterprise and this deserves the proper attention of the entrepreneur.

The Operating and Managing Phase tends to contemplate the following key conceptual aspects-

- New Business Launch, Creating Awareness, Develop Management Style, understand key variables for success, identify problems and Potential problems, Implement control systems, Develop growth strategy etc.
- After resources are acquired, the entrepreneur must use them to implement the business plan. The operational problems of the growing enterprise must also be examined. This involves implementing a management style and structure, as well as determining the key variables for success. A control system must be established, so that any problem areas can be quickly identified and resolved. Some entrepreneurs have difficulty managing and growing the venture they created.

3. Discuss in brief the format of Business Plan.

Ans: A business plan is the written description of the future direction of the business. It helps entrepreneur in Putting Ideas together and Preparing B-Plan Draft. A good business plan must be developed in order to exploit the defined opportunity. This is a very time-consuming phase of the entrepreneurial process. An entrepreneur usually has not prepared a business plan before and does not have the resources available to do a good job. A good business plan is essential to developing the opportunity and determining the resources required, obtaining those resources, and successfully managing the resulting venture.

B-plan Format

1. Title Page.
2. Table of Contents.
3. Introductory Page (Name and address of business, and promoters, Nature of Business, Statement of financing needs).
4. Executive summary.
5. Description of Industry- Industry Analysis (Future outlook and trends, Competitors' analysis, Market segmentation, Industry and market forecast).
6. Description of Business (Product(s), Service(s), Size of business, Office equipments and personnel, Background of entrepreneurs).
7. Functional/Operational Plans
   - Production plan (Manufacturing Process, Physical Plant (Layout and Location), Machinery and Equipments, Production inputs and output specification (Raw material, tools and consumables, suppliers)
   - Operational Plan (Descriptions of new business operations, Flow of orders for goods/services, Technology utilization)
   - Marketing Plan ("4-P" Description (Product, Pricing, Place and Promotion elements), Product Forecasting, Controls)
   - Organizational Plan (Form of ownership, Organizational structure Design, Job Design & Descriptions (Roles & responsibilities of members of organization), Manpower plan, Management-Team background)
   - Financial Plan (Statement of financing needs & Capital structuring, Source of financing details, Statement of application of funds, Statement of financing working capital needs, Cash Budget, Proforma Income statement and Balance Sheet, Cash & funds flow projections, Break-even analysis)

8. Assessment of Risk and Uncertainty
   - Identification of Risk-aspects
   - Evaluate weakness of business
   - SWOT analysis
   - Contingency Plan

9. Appendix (Backup material)
   - Letters
   - Market research Data
   - Leases or contracts
   - Price lists from suppliers