



Registration No.:

BHARTIYA SKILL DEVELOPMENT UNIVERSITY
SCHOOL OF ENTREPRENEURSHIP SKILLS (SES)
1st Semester, End-Sem, Summer Semester Examination
B. Voc. Program, Session: (2018-19)

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

Time: 3 Hour

Course Code : SES1101

Max. Marks: 100

Instruction :

- Answer all objective type questions from Section-A, each question carries 01 mark.
- Attempt any 06 out of 08 long answer type questions from Section-B, each question carries 05 marks.
- Answer all essay type questions from Section-C, each question carries 10 marks.
- Write Answers in English only.

Section – A

20X01 = 20 Marks

1. An Enterprise is a business entity established by an entrepreneur for -
 - a) Producing goods and (or) services
 - b) Providing employment opportunities
 - c) Adding value to the national income
 - d) All of the above
2. Entrepreneurship is---
 - a) Process of identifying and pursuing business opportunities
 - b) Process of creating value by bringing together resources to exploit an opportunity
 - c) Pursuit of opportunity without regard to resources controlled
 - d) All of the above
3. Entrepreneurship is purposeful innovation aimed at creating customers-
 - a) By creating utility
 - b) By pricing
 - c) By adaptation to the customers social and economic reality
 - d) All of the above
4. Almost all definitions of entrepreneurship include
 - a) Initiative taking.
 - b) The organizing and reorganizing of social/economic mechanisms to turn resources and situations to practical account.
 - c) The acceptance of risk or failure
 - d) All of the above
5. In business activity, novelty may take any one of the following.....
 - a) New products;
 - b) New methods of production;
 - c) New markets
 - d) All of the above
6. One of the Critical aspects for entrepreneurial success is -
 - a) Autonomy,
 - b) Self-Beliefs and values,
 - c) Proactiveness
 - d) Achievement Motivation
7. One of the quality of a successful entrepreneur is-
 - a) Punctuality
 - b) Durability
 - c) Performance orientation?
 - d) Self-Confidence



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8. One of the entrepreneurial values is-
 - a) innovativeness and Creativity
 - b) Independence or ownership
 - c) Quest for Outstanding Performance or Achievement
 - d) All of the above
9. Positive entrepreneurial attitudes inculcate in a person.....
 - a) A high degree of motivation
 - b) The energy and capacity to push ahead
 - c) The qualities of head and heart
 - d) All of the above
10. The term Entrepreneurial Mind refers to
 - a) A specific state of mind which orientates conduct towards entrepreneurial activities and outcomes
 - b) Creative Mindset
 - c) Social Mindset
 - d) All of the above
11. A business plan is meant for.....
 - a) Entrepreneur only
 - b) Entrepreneurs and Investors
 - c) Suppliers
 - d) All of the above
12. Broadly, the functions of an entrepreneur are categorized as
 - a) Entrepreneurial and Managerial
 - b) Entrepreneurial and Leadership
 - c) Leadership and Managerial
 - d) Promotional and Managerial
13. According to the types of business, Entrepreneurs are....
 - a) Business Entrepreneurs
 - b) Trading Entrepreneurs
 - c) Industrial Entrepreneurs
 - d) All of the above
14. One of the characteristics of Creativity ideas is....
 - a) Creative ideas are new and appropriate
 - b) creative ideas need quality as well as originality
 - c) a creative idea must be perceived as valuable by others
 - d) All of the above
15. One of the stages of Creative thinking
 - a) Incubation
 - b) Planning
 - c) SWOT analysis
 - d) All of the above
16. One of the component of creativity is.....
 - a) Expertise
 - b) Creative thinking skills
 - c) Motivation
 - d) All of the above
17. One of the elements that play crucial role in the innovation process
 - a) Analytical Planning.
 - b) Commercialization.
 - c) Organizing resources.
 - d) All of the above



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18. Innovating entrepreneurs quickly introduces-.....
 - a) Creative Business Ideas
 - b) New Products
 - c) Market survey reports
 - d) All of the above
19. Business innovation is an organization's process for
 - a) introducing new ideas
 - b) Introducing new workflows
 - c) Introducing new methodologies, services or products
 - d) All of the above
20. One of the phase of the innovation cycle management is.....
 - a) Market Exploration
 - b) Feasibility Analysis
 - c) Ideation
 - d) All of the above

Section – B

06X05 = 30 Marks

1. Explain the concepts of Entrepreneurship, Intrapreneurship and Entrepreneurship process.
2. Describe briefly the Entrepreneurial Attitudes.
3. Briefly describe the Stages in creativity process.
4. What do mean by Business Innovation? Give Example.
5. What is thinking out of box? Define and Describe.
6. Give a brief account of the Qualities of Successful Entrepreneurs.
7. Give a brief account of Entrepreneurship development programs.
8. "Entrepreneurial R & D plays important role in Entrepreneurship Development", Discuss.

Section – C

10X05 = 50 Marks

1. Discuss the need and significance of entrepreneurship.
2. Describe briefly the Creative techniques for generating business ideas.
3. Discuss in brief the role of creativity and innovation in Entrepreneurial success.
4. Describe Entrepreneurship as a Career Option.
5. Discuss briefly the types of Innovations.



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Section – A

20X01 = 20 Marks

1. D
2. D
3. D
4. D
5. D
6. D
7. D
8. D
9. D
10. A
11. A
12. A
13. D
14. D
15. A
16. D
17. D
18. B
19. D
20. C

Section – B

06X05 = 30 Marks

Question No.-1 Explain briefly the concepts of **Entrepreneurship, Intrapreneurship and Entrepreneurship process.**

Answer- Entrepreneurship refers to the concept of developing and managing a business venture in order to gain profit by taking several risks in the corporate world. Simply put, entrepreneurship is the willingness to start a new business. Entrepreneurship has played a vital role in the economic development of the expanding global marketplace.

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."

Intrapreneurship is the act of behaving like an entrepreneur while working within a large organization. Intrapreneurship is known as the practice of a corporate management style that integrates risk-taking and innovation approaches, as well as the reward and motivational techniques, that are more traditionally thought of as being the province of entrepreneurship.

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Entrepreneurship Process: The process of pursuing a new venture is embodied in the entrepreneurial process, which involves more than just problem solving in a typical management position. An entrepreneur must find, evaluate, and develop an opportunity by overcoming the forces that resist the creation of something new.

Entrepreneurial process can be defined as the process through which a new venture is created by an entrepreneur. This process involves finding, evaluating, and developing an opportunity by overcoming the strong forces that resist the creation of something new.

Question No.-2 Describe briefly the Entrepreneurial Attitudes.

Answer-Entrepreneurs are the people who see the need gap and hence capitalize on the same. An Entrepreneur grab such novel ideas, developed it and pursued its success doggedly with unflagging spirit. Thus, Entrepreneurs are self-starters and doers who organize and build successful enterprise.

As this entire process involves uncertainties, entrepreneurs should have the right attitude for facing the uncertainty. Entrepreneurial attitudes help a person in facing problems and decision-making. They also help them to stay optimistic under tough conditions. Thus, by imbibing optimistic behavior in a person, the positive attitudes help them to exhibit the drive and energy to progress towards the realization of their goal. Entrepreneurial attitudes are essential for an entrepreneur because of the following reasons.

Positive entrepreneurial attitudes inculcate in a person-

- A high degree of motivation
- The energy and capacity to push ahead
- The qualities of head and heart.

The following attitudes that show the entrepreneurial predisposition-

1. Tendency to use imagination
2. Tendency to take risk
3. Tendency for freedom of expression and action
4. Tendency to look for economic opportunities
5. Tendency to find satisfaction on successful completion of task
6. Tendency to believe that they can change the Environment
7. Tendency to take initiative
8. Tendency to analyse the situation and plan action
9. Networking
10. Valuing the customer
11. Being in control of the business

Question No.-3 Describe the Stages in creativity process.

Answer- According to Wallas, there are four stages to creative thinking process-

1. Preparation: This stage consists of purposeful study and enquiry in order to collect experience and information needed to solve problem. The plan of action is formulated by means of collecting and analyzing the information
2. Incubation: This stage is an absence of creative thinking about the problem. There is a period of rest when there is no obvious activity and progress. It seeks uncover new relationship among familiar facts.

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3. Illumination: Sudden idea occur through insight and it provide better solution to the problem. Thinker gets an insightful solution.
4. Verification: Illumination is tried out. Verify idea or solution, whether it is correct or not.

Question No.-4 What do mean by Business innovation? Give Example.

Answer- Innovation is the process of making (something) new or doing something in a new way. In business, innovation also has to include the concept of improvement; to innovate in business is not just to do something differently, but to do or make something better.

Business innovation is an organization's process for introducing new ideas, workflows, methodologies, services or products. Business innovation is when an organisation introduces new processes, services, or products to affect positive change in their business. This can include improving existing methods or practices, or starting from scratch. Ultimately the goal is to reinvigorate a business, creating new value and boosting growth and/or productivity.

Business innovation enables the achievement of goals across the entire organization, with sights set on accomplishing core business aims and initiatives. Innovation often begins with idea generation, wherein ideas are narrowed down during brainstorming sessions, after which leaders consider the business viability, feasibility and desirability of each idea.

Important Points

- Business Innovations are related to new offerings and value propositions in the form of new services or products or
- "new" methods in the form of new technology applications or business processes or
- new business models in the form of new channels, partners and financial models for capturing value from innovation investments.

Question No.-5 What is thinking out of box? Define and Describe.

Answer- Thinking out of the Box is a typical approach of lateral thinking. It is a notion that means to think differently, unconventionally, or from a new perspective. This phrase often refers to novel or creative thinking. It is supposed to mean thinking creatively, freely, and off the beaten path. Thinking outside the box is about your approach to problem solving. Even if you don't "solve the problem", you can still think outside the box in terms of your approach.

Thinking outside the box (sometimes erroneously called "thinking out of the box" or "thinking outside the square") is to think differently, unconventionally or from a new perspective. This phrase often refers to novel, creative and smart thinking. This is sometimes called a process of lateral thought.

5 Ways to Think Outside the Box

1. Release limiting beliefs-The first thing you've got to be willing to do to regularly think outside the box is realize what's holding you in it in the first place and why you're in it.
2. Practice Responsibility-Thinking outside the box is like exploring uncharted territory. You're opening yourself up to new perspectives, beliefs, and paradigms. The potential energy that awaits you outside the box is limitless, and must be handled with responsibility.
3. Release judgement-Once you're opened up to new ways of thinking, you may come to a new level of understanding a person's power of choice. So long as it's not destructive or hurtful toward anyone, a positive practice is to release judgment and understand that we all have an equal amount of power to create in this world.



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4. Remember how small you really are-Many people are thinking inside the box (and sometimes a very small one) without even realizing it. They think that this space is all there is, with nothing behind the walls of their current reality.

5. Be confident- Make no doubt, many thought leaders have paid the price for thinking outside the box. But those people knew the positive effect their discoveries would make and showed resolve to prove a new truth to the world. If you're ever afraid of what "the box people" think of the new ideas you're bringing to the table, remember that if they don't accept it – it may be because your idea is too big for the box itself.

Question No.-6 Give a brief account of the Qualities of Successful Entrepreneurs.

Answer- Qualities of Successful Entrepreneurs are list below-

1. They dream big: - Successful entrepreneurs have the ability to envision a new reality and the will to bring it to fruition. They have crazy big dreams, even though to some these dreams may not be realistic or practical. But it is the big dreamers who really succeed. They are possibilities thinker who believe there are possibilities and are not limited by commonly held boundaries. They look beyond to ask the "what ifs" questions. They look for answers and solutions and aren't daunted by challenges. In fact, they relish challenges.

2. They have a passion for positive change: - The entrepreneurs who make it big know that they have a unique contribution to make to society. They start a business, not just to change their own lives, but also to make a difference in the world and make it a better place. They want their products or services to succeed not only in terms of profits but to bring about positive change in the communities they live in by solving existing problems or filling existing gaps. They are motivated by their desire to improve circumstances at the broader level.

3. They have a clear vision of what they want to achieve: - Successful entrepreneurs have the vision for the future – what they want to achieve, what opportunities they need, and how they can accomplish it. Their vision gives them purpose and helps maintain their focus on what they want the business to achieve. It also helps them overcome the many humps and challenges they meet along the way.

4. They engage in calculated risk taking: - Contrary to common wisdom, entrepreneurs are not risk addicts. Instead, they take reasonable risks. While taking risks is part of the entrepreneurship process, those who succeed weigh the options, see what else is out there, and careful about the types of risks they are willing to take for themselves and those that might rely on them.

5. They are self-directed and self-motivated: - Entrepreneurs have a strong faith in their ideas, their capabilities and in themselves. After all, to succeed, they constantly need to ask themselves the hard questions and then come up with ways to answer them. They have "intestinal fortitude" or that "fire in the belly." They love to be their own boss, carving their own paths along the way.

Question No.-6 Give a brief account of Entrepreneurship development programs.

Answer- Basically, entrepreneurship development is the process of improving the skill set as well as the knowledge of the entrepreneurs, to increase the entrepreneurial acumen, enhancing the capacity to develop, manage and organize a business venture while keeping in mind the risks associated with it.

Entrepreneurship Development Programmes (EDPs) may be defined as an action plan to create an entrepreneur with achievement motivation, who can develop business, can to be strategic decisions, can cope successfully with the internal and external environment and can fear the risk of investment. It is an entrepreneurial training programme.

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The EDPs embrace all aspects of business creation, risk-taking, management and the initiative for the socio-economic development and creation of a business culture among the community. These programmes focus to create entrepreneurial qualities among people who will be able to develop business activities, i.e., set up new business and will be ready or willing to bear the risk involved therein. The emphasis is more on the financial and business viability of the project that can create employment opportunities.

Nature of Entrepreneurial Development Programme (EDPs)

- Entrepreneurship Development Programme which is primarily meant for developing those first generation entrepreneurs who on their own account cannot become successful entrepreneurs.
- Entrepreneurial Development Programme means a programme conducted to help a person in strengthening his entrepreneurial motive and in acquiring skill and capabilities required for promoting and running an enterprise efficiently.

Question No.-7 "Entrepreneurial R & D plays important role in Entrepreneurship Development", Discuss.

Answer- R & D; Research and development (R&D, R'n'D), refers to innovative activities undertaken by corporations or governments in developing new services or products, or improving existing services or products. Research and development constitutes the first stage of development of a potential new service or the production process.

Research and development (R&D) refers to a series of investigative activities to improve existing products and procedures or to lead to the development of new products and procedures.

Research refers to any new science or thinking that will result in a new product or new features for an existing product. Research can be broken down into either basic research or applied research. Basic research seeks to delve into scientific principles from an academic standpoint, while applied research seeks to use that basic research in a real-world setting. The development portion refers to the actual application of the new science or thinking so that a new or increasingly better product or service can begin to take shape.

Entrepreneurial R & D; Entrepreneurial Research and development is a research design aimed at developing knowledge entrepreneurs in a specific technical knowledge area and eventually developing knowledge based small scale enterprises. This involve series of investigative activities of entrepreneurial research within the organization explore the new avenues of related business with an aim to diversify the existing line of business and venturing into a new entrepreneurial activity.

Section – C

10X05 = 50 Marks

Question No.-1 Discuss the need and significance of entrepreneurship.

Answer- Basically, entrepreneurship is both an art and science of converting business ideas into marketable products or services to improve the quality of living.

The Need for Entrepreneurship

Entrepreneurship is the act of being an entrepreneur, which is a French word meaning "one who undertakes an endeavor". Entrepreneurs assemble resources including innovations, finance and business acumen in an effort to transform innovations into economic goods. The most obvious form of entrepreneurship is that of



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starting new businesses; however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity.

The concept of entrepreneurship has a wide range of meanings. On the one extreme an entrepreneur is a person of very high aptitude who pioneers change, possessing characteristics found in only a very small fraction of the population.

According to A.H. Cole, "Entrepreneurship is the purposeful activity of an individual or group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods or services".

Entrepreneurship promotes small business in the society. Government has accepted the fact that small firms have a crucial role to play in the economic development of the country. Most economists today agree that entrepreneurship is a necessary ingredient for stimulating economic growth and employment opportunities in all societies.

Important points of the need of entrepreneurship

- Wealth Creation and Sharing through Investment of capital and further Capital formation
- Create Jobs and generates employment opportunities
- Contribution in the growth in GDP and per capita income
- Sparking Balanced Socio-Economic and Regional Development
- contributing to improvement in various key goals such as Foreign trade (exports), standard of living, skills development and community development

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.

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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 nurturing 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

Question No.-2 Describe briefly the Creative techniques for generating business ideas.

Answer- Creative Techniques for Generating Business Ideas

1. **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 fulfil a market need.

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2. **Brainstorming-** A group method of obtaining new ideas and solutions is called brainstorming. It is an unstructured process for generating all possible ideas about a problem within a limited time frame through the spontaneous contribution of participants. All ideas, no matter how illogical, must be recorded, with participants prohibited from criticizing or evaluating during the brainstorming session. This method is based on the fact that people can be stimulated to greater creativity by meeting with others and participating with organized group experiences.
3. **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 than to generate an entirely new idea by itself.
4. **Reverse brainstorming-** Similar to brainstorming, but criticism is allowed and encouraged as a way to bring out possible problems with the ideas.
5. **Synectics-** Synectics is a creative process that forces individuals to solve problems through one of four analogy mechanisms: personal, direct, symbolic and fantasy. This forces participants to consciously apply preconscious mechanisms through the use of analogies in order to solve problems.
6. **Gordon method-** Gordon method is a method of developing new ideas when the individuals are unaware of the problem. In this method the entrepreneur starts by mentioning a general concept associated with the problem. The group responds with expressing a number of ideas.
7. **Checklist method-** Developing a new idea through a list of related issues is checklist method of problem solving.
8. **Free association method-** Developing a new idea through a chain of word association is free association method of problem.
9. **Forced relationship-** Forced relationship is the process of forcing relationship among some product combination. It is technique that asks questions about objects or ideas in an effort to develop a new idea.
10. **Collective notebook method-** It is method in which ideas are generated by group members regularly recording ideas.
11. **Heuristics-** It is method of developing a new idea through a thought process progression.
12. **Scientific method-** This is a more structured method of problem solving, including principles and rules for concept formation, making observations and experiments, and finally validating the hypothesis.
13. **Value analysis-** Value analysis is developing a new idea by evaluating the worth of aspects of ideas.

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14. **Attribute listing-** This is an idea finding technique that requires the entrepreneur to list the attributes of an item or problem and then look at each from a variety of viewpoints.
15. **Matrix charting-** Matrix charting is a systematic method of searching for new opportunities by listing important elements for the product area along two axis of chart and then asking questions regarding each of these elements.
16. **Big dream approach-** Developing a new idea by thinking about constraints is big-dream approach of problem solving.
17. **Parameter analysis-** Parameter analysis is developing a new idea by focusing on parameter identification and creative synthesis.
18. **Misc. Approaches to Generating Ideas** - While exploring different sources of business ideas, an entrepreneur can use the following approaches to generate ideas:
 - New ways of doing old things. One approaches can be to examine if these could be made by a different and newer method that would give the entrepreneur an advantage over the older methods.
 - Converting hobby into business and use such skills to set up an enterprise. Hobbies like photography, interior decoration, fashion designing etc. are often developed as business ventures.
 - Improving an existing product. An existing product can be improved by using old techniques with more care or using newly developed technology.
 - Utilizing waste material. Conservation and environment protections are presently getting a lot of attention. Recycling waste or turning them into useful products are good product ideas. Presently, energy conservation products also have good potential.

Question No.-3 **Discuss in brief the role of creativity and innovation in Entrepreneurial success.**

Answer- The whole idea of starting up a new business, a new company, comes from ones' creativity. The starting up of a business is creation. It is creativity that enables an entrepreneur to act on the opportunities that present to him, in order to create competitive advantage for his company.

Innovation is the next step of creativity; it is its materialization and the means to generate wealth. It is, or it can be, the financial link between ones' thoughts and fantasies with the economy. Creativity is the heart of entrepreneurship and innovation is the oxygen that is keeping it alive.

Creativity, Innovation and Entrepreneurs

- Creativity is thinking new things, and innovation is doing new things.



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Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.

- Innovation is the ability to apply creative solutions to those problems and opportunities in order to enhance people lives or to enrich society.

Entrepreneurship = creativity + innovation

Creativity, Innovation and Entrepreneur

- Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.
- Innovation is the ability to apply creative solutions to those problems and opportunities in order to enhance people lives or to enrich society.
- Entrepreneurship is the result of a disciplined, systematic process of applying creativity and innovation to needs and opportunities in the marketplace.

Entrepreneurs are those who marry their creative ideas with the purposeful action and structure of a business.

The relationship between entrepreneurship and innovation

- Conceptual and theoretical relationship between entrepreneurship and innovation for years has been investigated in the literature. Economic principles of innovation attract increasing attention focused in recent years.
- The basic theories concerning the economic principles of innovation and innovation for the three models are: Entrepreneur pattern, the pattern of economic principles - technology and strategic pattern. Entrepreneur pattern goes back to the 1930s, for the first time, the famous entrepreneurship author Schumpeter tried to find a relationship between entrepreneurs and innovators and entrepreneurs as innovators raised. He plays a large role in the economic development of innovation because entrepreneurs are generating innovations.
- The concept of the entrepreneur as an innovator, entrepreneur, will form the foundation model in which the role of the entrepreneur in the innovation process is highlighted. Overall, based on this model, innovation is a creative and entrepreneurial action.

Relationship between the creativity, innovation and entrepreneurship

Many organizations and companies have realized the importance of creativity and entrepreneurship. Role of creativity is to the extent that in the West it is called "death or creativity." Accordingly, the following pattern is presented: In this model, the three factors of innovation, creativity and entrepreneurship together to enhance the educational and career success.

Thread entrepreneurship has always been associated with innovation, creativity and entrepreneurship that is so necessary and interdependent Drucker believes that entrepreneurship can say without creativity and innovation does not bear any fruits. Results of some studies have pointed to the fact that entrepreneurs choose new businesses or established companies and institutions, not only for economic reasons, but mostly because there are jobs that innovation and creativity will follow. Shine also believes that the true entrepreneurs, the job is likely due to innovation and creativity begins to economic incentives.



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- The importance of creativity and innovation has risen with the increasing competition amongst corporates. Successful entrepreneurs are realizing that creativity, innovation and even incremental value additions are essential ingredients to survive the ever-rising competition.
- Invention is accurately perceived as a cornerstone of innovation. It generates new ideas, patents, prototypes, designs, as well as breakthrough experiments and working prototypes. However, it's innovation that transforms these inventions into commercial products, services, and businesses. Ultimately an invention is only valued by the marketplace when customers use it or buy it.
- For example, the technology behind flat-screen TVs was invented decades ago. The breakthrough innovation was the application of that technology to the public's insatiable appetite for big-screen HDTV. That was the innovation.
- In a nutshell, that's how creativity, innovation, and entrepreneurship are related. You should note that not all innovations require an invention. Innovation can be both of a process or a product. Entrepreneurs, nevertheless, need to be creative and innovative to understand and take advantage of unmet needs.

Question No.-14 Describe Entrepreneurship as a Career Option.

Answer- The term 'career' signifies a continuous, ever evolving, ever expanding opportunity for personal as well as business growth and development. We may define entrepreneurship as a career in your own business [YOB] rather than wage employment [JOB]. If you opt for a job, then you will work for others. In case you opt for entrepreneurship you will be your own boss.

In case of wage employment one is engaged in routine work carried on for others for which he receives salary or wages. He has to follow instructions and execute plans laid down by his superior. One can choose to be employed in Government Service or the Public Sector or the Private sector. Some of the main differences between entrepreneurship and wage employment career options are as under-

Entrepreneurship
Own Boss
Make own plans
Creative activity
Can be negative sometimes,
generally surplus
Creates Wealth, contributes to
GDP
Can choose from-
Industry
Trade or
Service Enterprise

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- Wage Employment
- Work for Others
- Follow Instructions
- Routine Job
- Earning is fixed, never negative
- Does not create wealth
- Can choose from
- Government service
- Public Sector
- Private Sector

Question No.-5 **Discuss briefly the types of innovations.**

Answer- Types of Innovations

1. Incremental Innovation

Incremental innovation seeks to improve the systems that already exist, making them better, faster cheaper. Incremental Innovations are improvements to an existing product, service, or process.

2. Process innovation

Process innovation means the implementation of a new or significantly improved production or delivery method.

3. Service innovation: Service Innovation can be defined as "a new or considerably changed service concept, client interaction channel, service delivery system or technological concept that individually, but most likely in combination, leads to one or more (re)new(ed) service functions that are new to the firm.

4. Red ocean innovation: Red Oceans refer to the known market space, i.e. all the industries in existence today. In red oceans, industry boundaries are defined and accepted, and the competitive rules of the game are known. Companies try to outperform their rivals to grab a greater share of existing demand usually through marginal changes in offering level and price. As the market space gets crowded, prospects for profits and growth are reduced. Products become commodities, and cutthroat competition turns the red ocean bloody.

5. Business model innovation

Business Model Innovation (BMI) refers to the creation, or reinvention, of a business itself. Whereas innovation is more typically seen in the form of a new product or service offering, a business model innovation results in an entirely different type of company that competes not only on the value



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proposition of its offerings, but aligns its profit formula, resources and processes to enhance that value proposition, capture new market segments and alienate competitors.

6. Sustainable innovation

Eco-innovation is a term used to describe products and processes that contribute to sustainable development.

7. Frugal innovation

Frugal Innovation is about doing more with less. Entrepreneurs and innovators in emerging markets have to devise low cost strategies to either tap or circumvent institutional complexities and resource limitations to innovate, develop and deliver products and services to low income users with little purchasing power.

8. Blue ocean innovation

Blue Oceans represent the unknown market space, i.e. all the industries not in existence today. Blue oceans are defined by untapped market space, demand creation, and the opportunity for highly profitable growth. In blue oceans, competition is irrelevant because the rules of the game are not set. Blue oceans can be created by expanding existing industry boundaries or by reconstructing industry boundaries.

9. Radical innovation

Radical innovations (sometime referred to as breakthrough, discontinuous or disruptive innovations) provide something new to the world that we live in by uprooting industry conventions and by significantly changing customer expectations in a positive way. Ultimately, they often end up replacing existing methods / technologies.

10. Open source innovation / Crowdsourcing

In production and development, open source is a philosophy or pragmatic methodology that promotes free redistribution and access to an end product's design and implementation details.

11. Experience innovation

Companies that try to create holistic experiences by emotionally engaging their consumers

12. Disruptive innovation

A disruptive innovation is an innovation that helps create a new market and value network, and eventually goes on to disrupt an existing market and value network (over a few years or decades), displacing an earlier technology. Such innovations may be related to new products or services that enter at the bottom of the market and overtime move up and displace established market leaders.

**School of Entrepreneurship Skills****Session: 2018-19 (Summer Semester)****B. Voc. Program, First Semester, End-Sem. Examination****Course Code: SES 1102****Time: 3 Hours****Course Name: Entrepreneurial Motivation Training (EMT)****Max. Marks: 100****Instructions:**

(i) Answer all questions from Section-A, each question carries One Mark. Answer any six questions out of eight questions from Section-B, each question carries Five Marks. Answer all questions from Section-C, each question carries Ten Marks.

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

Section – A**20X01 = 20 Marks**

- 1) What is required to achieve success in life
(a) Friends (b) Self Confidence (c) Money (d) Luck
- 2) Achievement Motivation experiment was conducted at
(a) New Delhi (b) Hyderabad (c) Ahmedabad (d) Kakinada
- 3) Profit or Loss is selling price minus purchase of the following
(a) Raw material (b) Quality Product (c) Finished Product (d) Products
- 4) What analysis need to be conducted by an Individual
(a) Market (b) Physical (c) Chemical (d) SWOT
- 5) Who are winners?
(a) Runners (b) Traders (c) Risk Takers (d) Students
- 6) Tower Building is successful with
(a) Team (b) Entrepreneur (c) Individual (d) Businessman
- 7) Entrepreneurs takes this type of Risk
(a) Average (b) Moderate (c) Calculated (d) High
- 8) Which Scientist identified seven important entrepreneurial characteristics
(a) David McClelland (b) Robert Hisrich (c) Lessem. R (d) Bill Gates
- 9) In SWOT analysis 'O' stands for
(a) Opinion (b) Opportunity (c) Organisation (d) Occasion
- 10) The activity conducted by an Entrepreneur is called
(a) Office (b) Factory (c) Business (d) Enterprise
- 11) Lijjat is the brand name of
(a) Papad (b) Ice-cream (c) Sweet (d) Pizza
- 12) The third quadrant is Johari Window is
(a) Dark (b) Facade (c) Blind (d) Open
- 13) Entrepreneurs need not be born, they can be
(a) Transferred (b) Imported (c) Exported (d) Made



- 14) Mukesh Ambani is called which generation Entrepreneur?
(a) First (b) Second (c) Present (d) Next
- 15) Dabbawalas got which of the following certificate for their excellent service?
(a) Skill (b) ISO (c) ISI (d) Six Sigma
- 16) ISI stands for?
(a) International Standard Institute (b) Indian Skill Institute
(c) Indian Standard Institute (d) Indian Space Institute
- 17) Who is a Change Agent?
(a) Doctor (b) Entrepreneur (c) Intrapreneur (d) Director
- 18) How a large task should be divided?
(a) Simple (b) Skill (c) Small-sub (d) Small
- 19) What does S stand for in ASK
(a) Strength (b) Skill (c) Super (d) Small
- 20) Entrepreneurs generate
(a) Energy (b) Money (c) Employment (d) Skill

Section – B

06X05 = 30 Marks

- 1) What is the Organisation Structure of Industries Department?
- 2) What is Thematic Apperception Test (TAT)?
- 3) What is Team Building? How can you make a Win-Win situation for all Teams?
- 4) What is Entrepreneurship? Why should we select and practice Entrepreneurship?
- 5) Match the Following

1	Entrepreneur	A	Systematic Planning
2	Boat-Building	B	Human Personality
3	Tower Building	C	Risk-Taking
4	Ring-Toss	D	Innovator
5	Johari Window	E	Team Activity

- 6) Match the Following

1	Dhirubai Ambani	A	Wipro
2	Sri Mahila Gruh Udyog	B	Reliance
3	Karsenbai Patel	C	Microsoft
4	Ajim Premji	D	Nirma
5	Bill Gates	E	Lijjat



- 7) How would you improve your Personality? Explain through Johari Window?
- 8) Describe MSME.

Section – C

05X10 = 50 Marks

- 1) Write in detail five Characteristics and five Traits to be possessed by an Entrepreneur.
- 2) Describe the success story of Lijjat Papad.
- 3) Explain five Entrepreneurial Competencies.
- 4) Explain in detail the Kakinada Experiment on Achievement Motivation?
- 5) Detail the Systematic Planning to earn the profit.

**School of Entrepreneurship Skills****Session: 2018-19 (Summer Semester)****B. Voc. Program, First Semester, End-Sem. Examination****Course Code: SES 1102****Time: 3 Hours****Course Name: Entrepreneurial Motivation Training (EMT)****Max. Marks: 100****Instructions:**

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

Section – A

20X01 = 20 Marks

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- 20) Entrepreneurs generate
(a) Energy (b) Money **(c) Employment** (d) Skill

Section – B

06X05 = 30 Marks

- 1) What is the Organisation Structure of Industries Department?

STATE LEVEL	
Commissionerate of Industries	
Commissioner (IAS)	
Director	
Additional Director	
Joint Director	
DISTRICT LEVEL	
District Industries Centre (DIC)	



Joint Director/General Manager	
Deputy Director	
Assistant Director	
Industries Extension Officer/Industries Promotion Officer	
Extension Inspector	

2) What is Thematic Apperception Test (TAT)?

Thematic Apperception Test (TAT) is a Psychological test. Proponents of the technique assert that subjects' responses, in the narratives they make up about ambiguous pictures of people, reveal their underlying motives, concerns, and the way they see the social world. Historically, the test has been among the most widely researched, taught, and used of such techniques. The main objective to conduct TAT is

- (a) To help students to understand themselves better and stimulate personal growth.
- (b) To make the students to be aware about the characteristics of a successful entrepreneur.
- (c) To impress upon the students the importance of developing Achievement Motivation to become successful in their ventures.

The TAT was developed during the 1930s by the American Psychologist Henry A. Murray and lay psychoanalyst Christiana D. Morgan at the Harvard Clinic at Harvard University.

3) What is Team Building? How can you make a Win-Win situation for all Teams?

Team building is a collective term for various types of activities used to enhance social relations and define roles within teams, often involving collaborative tasks. When individuals with similar interest, attitude, and taste come together to work for a common objective, a team is formed. Every individual contributes equally and performs his level best to meet the team targets and achieve the organization's goal. Team members strive hard to live up to the expectations of others and successfully accomplish the assigned task. A team cannot do well unless and until each and every member is focused and serious about his responsibilities. For every team member, his team should come first and everything else later. Personal interests must take a



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backseat. Every individual must feel motivated to perform his level best. Never impose things on anyone; instead, the individuals must take the initiative on their own. They should come forward and accept the challenge.

4) What is Entrepreneurship? Why should we select and practice Entrepreneurship?

“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 of independence.”... Robert Hisrich

or

“Entrepreneurship is an act of initiative, drive, commitment, diligence, perseverance, organized effort, and achievement outlook, to undertake some specific functions of performing productive activities and the capacity to bear the risk associated with the investment”.

The reasons to select and practice entrepreneurship are three fold. MSME scenario

- (i) Human Resources: Explanation on size, importance, youth and their importance, education, rate of unemployment, reasons for unemployment, ill effects of unemployment on society, job opportunities in government and private sector, finding a suitable occupation for youth.
- (ii) Natural Resources: Elaboration on occurrence and availability of resources, distribution, types, production, productivity, processing scenario, volume of wastage, optimum utilization
- (iii) Financial Resources: Details on financial institutions, organisations, corporations, MUDRA, SME departments in banks, assistance available.

5) Match the Following

1. Entrepreneur	D. Innovator
2. Boat-Building	A. Systematic Planning
3. Tower Building	E. Team Activity
4. Ring-Toss	C. Risk-Taking
5. Johari Window	B. Human Personality

6) Match the Following

1. Dhirubai Ambani	B. Reliance
2. Sri Mahila Gruh Udyog	E. Lijjat
3. Karsenbai Patel	D. Nirma
4. Ajim Premji	A. Wipro
5. Bill Gates	C. Microsoft



7) How would you improve your Personality? Explain through Johari Window?

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. Luft and Ingham called their Johari Window model 'Johari' after combining their first names, Joe and Harrington. They classified human personality into four types represented by a window with four compartments.

Quadrant 1: The Arena (Open Area)

Quadrant 2: The Blind Area

Quadrant 3: The Façade (Closed Area)

Quadrant 4: The Dark Area

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.

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

- (1) **Arena or Open Area:** 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 Area:** 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) **Façade (Closed/ Hidden Area):** 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 Area:** 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.



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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.

8) Describe MSME.

MSME means Micro, Small and Medium Enterprises.

Category	Investment Limit in	
	Manufacturing Enterprise (Plant & Machinery)	Service Enterprise (Equipment)
Micro Enterprise	up to Rs.25 lakh	up to Rs.10 lakh
Small Enterprise	above Rs.25 lakh and up to Rs.5 crore	above Rs.10 lakh and up to Rs.2 crore
Medium Enterprise	above Rs.5 crore and up to Rs.10 crore	above Rs.2 crore and up to Rs.5 crore

Section – C

05X10 = 50 Marks

1) Write in detail five Characteristics and five Traits to be possessed by an Entrepreneur.

Characteristics of an Entrepreneur

- Innovator
- Leader
- New entrepreneur
- Adventurer
- Change agent

The key personality traits

- Risk-taking ability
- Need for Achievement
- Locus of Control
- Desire for Autonomy
- Creativity and Opportunism



2) Describe the success story of Lijjat Papad.

The story of Lijjat (meaning 'tasty' in Gujarati) is one of 'rags to riches' propelled by the need to make a living by focusing on strengths and core values, rather than the intent of getting rich. And when hard work and determination are actioned, success is bound to follow. Lijjat Papad became a successful cooperative employing 43,000 women, and grew from Rs 80 to Rs 800 crore.

Shri Mahila Griha Udyog Lijjat Papad, popularly known as Lijjat, is an Indian women's cooperative involved in manufacturing of various fast-moving consumer goods. The organisation's main objective is empowerment of women by providing them employment opportunities. Started in 1959 by seven women in Mumbai with a seed capital of only Rs.80, it had an annual turnover of more than Rs. 800 crore (over \$ 109 million) in 2018. It provides employment to 43,000 (in 2018) women across the country.

Primarily a cottage industry, urban by its origin, which has spread to the rural areas, it had an annual Rs. 290 million worth of exports in 2010. It is considered as one of the most remarkable entrepreneurial initiatives by women that is identified with female empowerment in India. Lijjat received the "Best Village Industries Institution" award from KVIC for the period 1998–99 to 2000–01. In 2002, the "Businesswoman of the Year" award was given to "The Women Behind Lijjat Papad" at The Economic Times Awards for Corporate Excellence. At the awards ceremony, the President of Lijjat urged the State Governments of Maharashtra and Punjab to reconsider their decision of withdrawing the tax exemption on Lijjat's Sasa Detergent.

In 2002, Lijjat had a turnover of Rs 3 billion and exports worth Rs. 100 million. It employed 42,000 people in 62 divisions all over the country. The 62nd branch became operational at Jammu and Kashmir in 2002, enrolling over 150 members.

In 2003, Lijjat received the "Best Village Industry Institution". It also received the PHDCCI Brand Equity Award 2005. Lijjat marked its 50th year of existence on 15 March 2009.

Lijjat believes in the philosophy of sarvodaya and collective ownership. It accepts all its working members as the owners and an equal partaker in both profit and loss. The members are co-owners and fondly referred to as "sisters". All the decisions are based on consensus and any member-sister has the right to veto a decision. Men can only be salaried employees (accountants, drivers or security guards), and not the members of the organisation (i.e. they are not the owners).



3) What is Entrepreneurial Competence? Explain any five.

Entrepreneurial 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.

- a) Initiative
- b) Sees and acts on Opportunities
- c) Persistence
- d) Information Seeking
- e) Concern for High Quality of Work
- f) Commitment to Work Contract
- g) Efficiency Orientation
- h) Systematic Planning
- i) Problem Solving
- j) Self-Confidence

(1) Initiative: Takes action that go beyond job requirement.

- Does things before being asked or forced by events.
- Acts extends the business into new areas, products or services.

(2) Persistence: Takes repeated action to overcome obstacles that get in the way of reaching goals.

- Takes repeated or difficult actions to overcome obstacles
- Takes action in the face of a significant obstacle.

(3) Systematic Planning: Develops and uses logical, step by step plans to reach goals

- Plans by breaking a large task down into sub-tasks
- Develops plans anticipating obstacles
- Evaluates alternatives
- Takes a logical and systematic approach to activate

(4) Self-Confidence: Has a strong belief in self and own abilities

- Expresses confidence in own ability to complete a task or meet a challenge
- Sticks with own judgement in the face of opposition or early lack of success
- Does something that he says is risky

(5) Assertiveness: Confronts problems and issues with others directly

- Tells others what they have to do
- Reprimands or disciplines those falling to problems



Explain in detail the Kakinada Experiment on Achievement Motivation?

David C. McClelland a well-known Behavioural Scientist of USA holds the view that achievement motivation can be developed through training and experience. In January, 1964, a full-fledged training was organized in three countries, i.e. Malawi, India, and Ecuador. In India, Kakinada (Andhra Pradesh) an industrial town with high literacy with a total intake of 52 persons drawn from business & industrial community. The objectives of such programme were:

- A. To induce achievement motivation.
- B. To break the barrier of limited aspirations.

They were given orientation through the Small Industries Extension & Training Institute (SIET), Hyderabad now called National Institute for Micro, Small & Medium Enterprises (nimsm). The Achievement Motivation Training (AMT) included the following basis which were supposed to be accomplished by the trainees. The entrepreneurs attending the programme were encouraged to introspect, their imagination stimulated so that they could develop community goals & achieve personal motivation. The following items constituted the achievement development course.

- 1) The trainee entrepreneurs were asked to control day dreaming & develop a positive attitude among themselves.
- 2) The participants imagined themselves in need & the challenge set before themselves was to have realistic & carefully planned goals.
- 3) They tried to attain concrete & frequent feedback.
- 4) They watched models – heroes who performed well & tried to imitate them.
- 5) The individuals strived to attain concrete and regular feedback.
- 6) The participants sought models of achievement to emulate.
- 7) The participants thought of success and accordingly set plans and goals.
- 8) The participants were encouraged to think and talk to themselves in a positive manner.

The impact of this training programme on the participants' behaviour was observed after a period of two years. The observations were quite encouraging. It was found that those attended the programme performed better than those did not attend the program.



5) Detail the Systematic Planning to earn the profit.

Systematic Planning helps in making a quality product and doing a profitable business which leads to success of an Entrepreneur/Enterprise.

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



School of Entrepreneurship Skills

Session: 2018-19 (Summer Semester)

B.Voc. Program, First Semester, End-Sem. Examination

Course Code: SES 1103

**Course Name: Generating Business Ideas, Market Survey
and Opportunity Identification (GMO)**

Time: 3 Hours

Max. Marks: 100

Instruction:

(i) Answer all questions from Section-A, each question carries One Mark. Answer any six questions out of eight questions from Section-B, each question carries Five Marks. Answer all questions from Section-C, each question carries Ten Marks.

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

Section – A

20X01 = 20 Marks

- 1) An entrepreneur should be _____ about his/her business
(a) Interested (b) Passionate (c) Keen (d) Careful
- 2) An entrepreneur should select a business which is more _____ for him/her
(a) Latest (b) Advanced (c) Suitable (d) Costly
- 3) What type of information is collected from the markets?
(a) Primary (b) Secondary (c) Correct (d) Direct
- 4) Business is of how many types?
(a) Four (b) Three (c) Five (d) Two
- 5) Large quantity of goods are purchased in?
(a) Manufacturing (b) Wholesaling (c) Retailing (d) Service
- 6) Raw materials are used in which of the following?
(a) Service Provision (b) Retailing (c) Manufacturing (d) Wholesale
- 7) Banking belongs to which category of business?
(a) Manufacturing (b) Service Enterprise (c) Trading (d) Export
- 8) Who will buy goods from supplier for sale?
(a) Entrepreneur (b) Customer (c) Wholesaler (d) Retailer
- 9) What type of research is required to make a business idea?
(a) Scientific (b) Social (c) Market (d) Business
- 10) What is DIC
(a) Direct Information Centre (b) District Information Centre
(c) District Industries Centre (d) Development Industries Centre
- 11) Business idea has to identified based on the following.....
(a) Colleges (b) Need (c) Customer (d) Schools
- 12) What analysis is must even after conducting Market Survey
(a) Research (b) Environment (c) Business (d) SWOT
- 13) Which one of following is good source of information?
(a) Textbook (b) Newspaper (c) Workbook (d) Dictionary



- 14) Who are Consumers?
(a) Competitors (b) Producers (c) Suppliers (d) Customers
- 15) Opening up your mind for new/good ideas is called
(a) SWOT Analysis (b) Research (c) Brainstorming (d) Thinking
- 16) A businessman needs specific..... and experience in the field to be ultimately successful in the business he chooses.
(a) knowledge (b) orientation (c) requirement (d) wants
- 17) Natural Resources are
(a) Soil (b) Water (c) Plastic (d) Both a&b
- 18) Which sector will create more job opportunities?
(a) Government (b) Manufacturing (c) Service Sector (d) Wholesale
- 19) Market Survey is a
(a) Class work (b) Lab work (c) Field work (d) Home work
- 20) Agricultural waste can be
(a) Sold (b) Consumed (c) Recycled (d) Stored

Section – B

06X05 = 30 Marks

- 1) Explain the types of Business in detail.
- 2) What self-assessment you do for identifying business field and type?
- 3) Explain the 5 criteria on the basis of which you screen your idea list?
- 4) What is a service enterprise? List out any eight of them.
- 5) What is Brainstorming? Explain with suitable example.
- 6) How do you generate business from waste products? Explain.
- 7) Match the Following

1	Stationery shop	A	Wholesale
2	Dress making	B	Retailing
3	Shoe making	C	Manufacturing
4	Furniture making	D	Service Enterprise
5	Banks	E	Manufacturing



8) Match the Following

1	Entrepreneur	A	Research
2	Waste	B	Ideas
3	Brainstorm	C	Innovation
4	Market	D	Recycle
5	Raw material	E	Manufacturing

Section – C

05X10 = 50 Marks

- 1) Explain the SWOT analysis.
- 2) Write in detail the importance of Field Study?
- 3) Explain the business idea list of Lily
- 4) Explain “Scanning your environment”.
- 5) How to identify your own list of business ideas? Write down the approaches.



School of Entrepreneurship Skills

Session: 2018-19 (Summer Semester)

B.Voc. Program, First Semester, End-Sem. Examination

Course Code: SES 1103

Course Name: Generating Business Ideas, Market Survey
and Opportunity Identification (GMO)

Time: 3 Hours

Max. Marks: 100

Instruction:

(i) Answer all questions from Section-A, each question carries One Mark. Answer any six questions out of eight questions from Section-B, each question carries Five Marks. Answer all questions from Section-C, each question carries Ten Marks.

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

Section – A

20X01 = 20 Marks

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(a) Interested **(b) Passionate** (c) Keen (d) Careful
- 2) An entrepreneur should select a business which is more _____ for him/her
(a) Latest (b) Advanced **(c) Suitable** (d) Costly
- 3) What type of information is collected from the markets?
(a) Primary (b) Secondary (c) Correct (d) Direct
- 4) Business is of how many types?
(a) Four (b) Three (c) Five (d) Two
- 5) Large quantity of goods are purchased in
(a) Manufacturing **(b) Wholesaling** (c) Retailing (d) Service
- 6) Raw materials are used in which of the following?
(a) Service Provision (b) Retailing **(c) Manufacturing** (d) Wholesale
- 7) Banking belongs to which category of business?
(a) Manufacturing **(b) Service Enterprise** (c) Trading (d) Export
- 8) Who will buy goods from supplier for resale?
(a) Entrepreneur (b) Customer (c) Wholesaler **(d) Retailer**
- 9) What type of research is required to make a business idea?
(a) Scientific (b) Social **(c) Market** (d) Business
- 10) What is DIC
(a) Direct Information Centre (b) District Information Centre
(c) District Industries Centre (d) Development Industries Centre
- 11) Business idea has to identified based on the following
(a) Colleges **(b) Need** (c) Customer (d) Students
- 12) What analysis is must even after conducting Market Survey
(a) Research (b) Environment (c) Business **(d) SWOT**



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- 13) Which one of following is good source of information?
(a) Textbook **(b) Newspaper** (c) Workbook (d) Dictionary
- 14) Who are Consumers?
(a) Competitors (b) Producers (c) Suppliers **(d) Customers**
- 15) Opening up your mind for new/good ideas is called
(a) SWOT Analysis (b) Research **(c) Brainstorming** (d) Thinking
- 16) A businessman needs specific..... and experience in the field to be ultimately successful in the business he chooses.
(a) knowledge (b) orientation (c) requirement (d) wants
- 17) Natural Resources are
(a) Soil (b) Water (c) Plastic **(d) Both a&b**
- 18) Which sector will create more job opportunities?
(a) Government **(b) Manufacturing** (c) Service Sector (d) Wholesale
- 19) Market Survey is a
(a) Class work (b) Lab work **(c) Field work** (d) Home work
- 20) Agricultural waste can be
(a) Sold (b) Consumed **(c) Recycled** (d) Stored

Section – B

06X05 = 30 Marks

1) Explain the types of Business in detail.

A type of business identifies how you take part in the business field that you choose. Your personal characteristics and your available networks often guide you into a suitable type of business. There are four main types of businesses:

- **Manufacturing**

Manufacturers are businesses that use raw materials, such as leather, waste material, wood, cloth or metal and make new or different products out of those materials. Some examples of manufacturing businesses are shoemakers, dressmakers, furniture makers, paper producers and farm equipment manufacturers. If you know how to produce a good and to make something that is in demand and valuable to customers, you may want to go into manufacturing.

- **Service Provision**

Service providers are people whose businesses sell a particular service, such as transportation, tours, hairdressing, banking, deliveries, construction, repairs, cleaning, painting, nursing, etc. If you enjoy working with people and satisfying their specific needs, providing services may be your forte.

- **Wholesaling**

Wholesalers are businesses that buy large quantities of certain goods from manufacturers and resell those goods to retail outlets, who then resell them to individual consumers. If you are



familiar with companies that make and sell their goods in bulk and you are good at establishing relationships with retailers, you may want to be a wholesaler.

- Retailing

Retailers purchase ready-made goods from wholesalers or suppliers for resale at a profit. Some examples of retail businesses are grocery stores, appliance stores, clothing stores, stationery shops, computer and mobile phone shops, etc. If you like meeting different people and you have access to a good location to open a shop, retailing may be a good option for you.

2) What self-assessment you do for identifying business field and type?

The following assessment helps to identify the field and type of business that I should opt for. Be honest in your assessment.

- ✚ My interests – I enjoy doing the following (include your hobbies):
- ✚ My experience – I have worked in or have educational experience in the following field(s) of business (list jobs, training and other sources of work experience.
- ✚ My business network – I know the following people, friends and relatives who are in business and who could provide information, advice or assistance (state their position)
- ✚ My preference is to:
 - Work with a lot of people/work on my own
 - Be active and work outdoors/work at the desk all day
 - Do physical work/work in a job that allows me to be creative/do work that requires logical thinking
 - Focus on technical details/talk to and care for people

3) Explain the 5 criteria on the basis of which you screen your idea list?

- Which need is to be fulfilled?
- What good or service will the business sell?
- Who will the business sell to?
- How will the business sell its good or service?
- How much will the business depend upon and impact the environment?

4) What is a service enterprise? List out any eight of them.

The term "service sector" refers to an economic sector that, unlike agriculture and industry, produces no goods, but provides a service that satisfies a need. The service sector, also called tertiary sector, is the third of the three traditional economic sectors. The service sector provides a service, not an actual product that could be held in your hand. In India, there has been a huge growth in service sector businesses which made up 55% of India's GDP. The service sector produces intangible goods.

- Ambulance services
- Banks
- Diagnostic laboratories
- Educational institutions
- Health care
- Hotels



5) What is Brainstorming? Explain with suitable example.

Brainstorming means opening up your mind and thinking about many different ideas. You start with a word or a topic and then write down everything that comes to mind relating to that subject. You continue writing for as long as possible, putting down things that you think of, even if they seem irrelevant or odd. Good ideas can come from concepts that initially seem strange.

Brainstorming works best in a group. Get your family or friends together and ask them to help by writing down ideas they have when they hear the word or subject matter.

6) How do you generate business from waste products? Explain.

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.

Usually there is something that can be reused in things that we throw away. Recycling may be done with waste products that come from agricultural processing, household garbage, used machinery and appliances or industrial waste. People throw out food that could be used to make compost or animal feed. They also throw away paper, glass and aluminium that can be recycled. Think of things that can be made from what others thought was garbage.

Many industries dispose of useful materials. A clothing company might throw out small pieces of cloth that could be used to make something else. Plastics factories usually have materials left over that might be useful for insulation, stuffing for pillows or a new kind of fuel.

7) Match the Following

1	Stationery shop	B	Retailing
2	Dress making	C	Manufacturing
3	Shoe making	E	Manufacturing
4	Furniture making	A	Wholesale
5	Banks	D	Service Enterprise

8) Match the Following

1	Entrepreneur	C	Innovation
2	Waste	D	Recycle
3	Brainstorm	B	Ideas
4	Market Survey	A	Research
5	Raw Material	E	Manufacturing



1) Explain the SWOT analysis.

One method people often use to decide the most suitable business idea is a SWOT analysis. It helps you to focus on the possible problem areas and the potential advantages of each idea. SWOT stands for

S: Strengths

W: Weaknesses

O: Opportunities

T: Threats

❖ Inside the business

To analyse the strengths and weaknesses of your business idea, evaluate what will the business be good at and what the potential drawbacks or problems might be.

Strengths are the specific positive aspects which will give your proposed business an advantage over similar business ventures and the competitors. It could be that you propose to sell a better quality product or that you have a location which is more accessible to your customers.

There will always be demand for new products that offer new ways of solving old problems or are more efficient than other products. Could your good or service benefit from having a Fair Trade or Organic Product certificate? Customers are inclined to pay higher prices for Fair Trade or Organic Products.

Weaknesses are the things that your business will not do as well as other businesses. Perhaps your costs will be higher because your business is located a long way from the source of supplies needed for production and you will have to pay more for transport or perhaps you are unable to meet the quality standards of the competition.

❖ Outside the business

To analyse the opportunities and threats of your proposed business, look at the external environment. What aspects of the environment will benefit the business and what aspects will negatively affect the business?

Opportunities are on-going potential developments that will be good for your business. It could be that the demand for the product you are proposing will increase because of an influx of tourists. It could also be that new regulations enacted by the government for the promotion of green jobs and social enterprises will result in a higher demand for the type of products that you will provide.

Threats are events that may negatively affect your business. For example, the business idea could be so simple that other people may start similar businesses in your area and reduce your share of the market. There could also be proposed legislation affecting the operation of your business, such as restrictions on the import of certain products.

Once you have identified your SWOT, try matching your Strengths and Opportunities to ascertain whether or not they will give your business an advantage. For example, if people are looking for a service that matches your proposed product (Opportunities) and you are very service oriented and care about details (Strengths), you may be creating a big advantage for your proposed business.

You may also match your Weaknesses and Threats to determine if you can improve your weak points to cope with the threats. On the other hand, if the two present a major obstacle to the potential for profit, you may consider deleting that business idea.



2) Write in detail the importance of Field Study?

- Conducting your interviews
- Who to talk to?

After you have acquired more information for each business idea, you will notice several reasons why some ideas are stronger than the others. For example, an idea may be received well by potential customers and may have very little competition in the marketplace, but may need a huge initial capital investment. On the other hand, there might be a business idea that is popular with potential customers, but that has some competition and needs less initial investment. Therefore, the second idea might be more feasible if you do not have access to a large amount of money

3) Explain the business idea list of Lily?

Lily had been working in the assembly line of a garment factory for more than five years. Her salary was low and she was often required to work overtime. Lily's sister-in-law came to visit and complained to Lily that she was unable to find any good clothes for her 12 year-old daughter. She said that the clothes in the stores all seem to be either made for younger children or for adults. After the visit, Lily decided to go around to the clothing shops in her town. She saw young teenage girls shopping in the stores, but she noticed that the number and variety of clothes geared to that age group was limited. She had already been thinking of quitting her job and opening her own business. Therefore, Lily decides to design some pretty clothes and dresses for young teenage girls. She makes some drawings of clothing that would appeal to that age group. She then takes her drawings to the local clothing shops, asking the owners if they would buy the dresses in the drawings, how much they would pay for them and how many they would buy. The shop owners seemed to be quite happy with her designs and said they would display her clothes. Lily then uses her savings to buy a sewing machine and some material to make her first batch. She works in the evening after getting off from work at the garment factory. All of the dresses she makes sell very well and the shops are willing to pay her in cash upon delivery. Lily then decides to quit her job to focus on her own business. Within six months, Lily starts receiving regular orders from the shops. She plans to buy one more sewing machine and hire one of her friends to work for her.

4)) Explain "Scanning your environment".

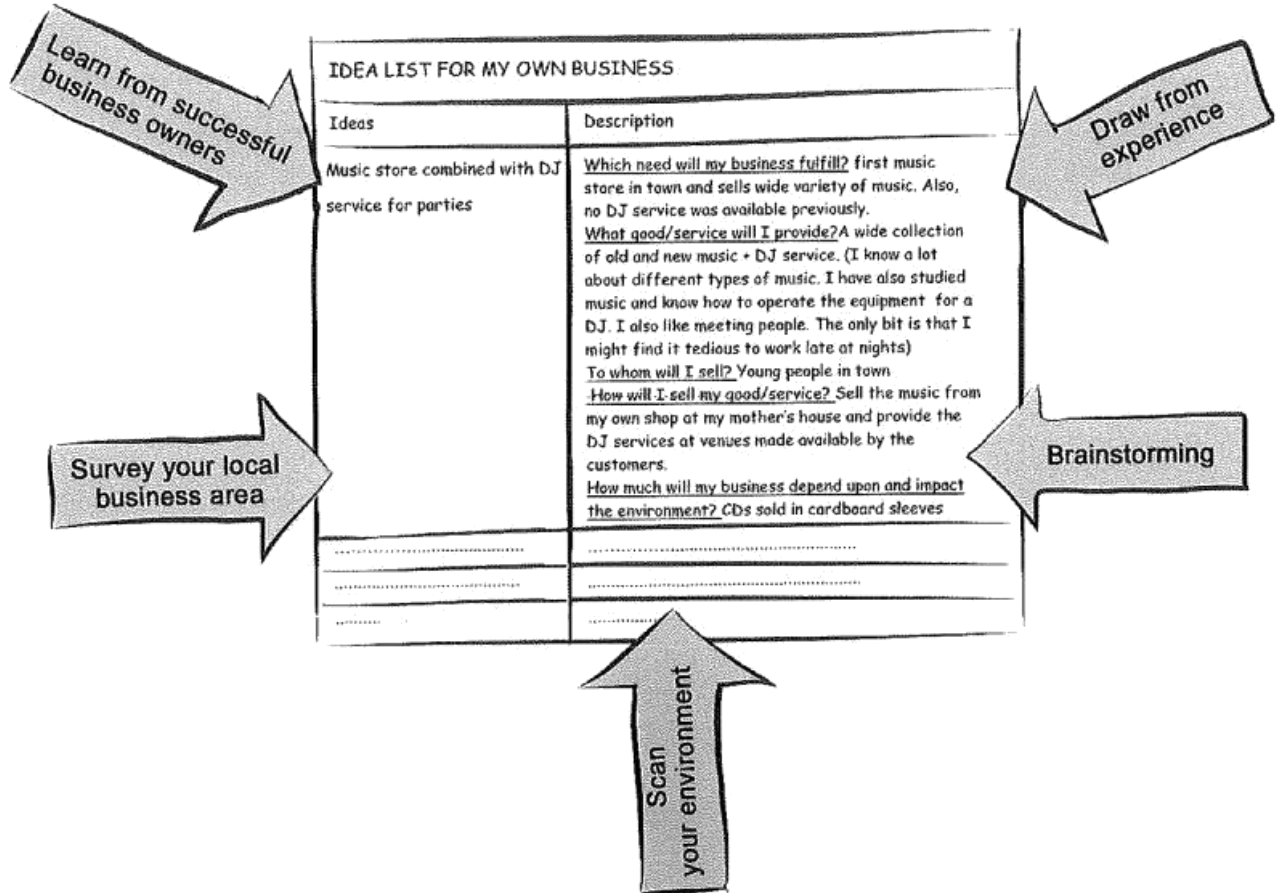
You can use your creativity to find more business ideas in your area. Look at the list of existing local businesses. If the list has included most of the local markets, you may be able to learn about the industries or service providers on which the local economy relies.

It may be useful to think about business ideas by considering all the resources and institutions in your area. For example think about:

- Natural resources
- Characteristics and skills of people in the local community
- Import substitution
- Waste products
- Publications
- Trade fairs and exhibitions



5) How to identify your own list of business ideas? Write down the approaches.





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1st Semester, End-Sem, Summer Semester Examination
B. Voc. Program, Session: (2018-19)

Course Name : Planning for MSMEs (PMSME)

Time: 03 Hour

Course Code : SES1104

Max. Marks: 100

Instruction :

- Answer all objective type questions from Section-A, each question carries 01 mark.
- Attempt any 06 out of 08 long answer type questions from Section-B, each question carries 05 marks.
- Answer all essay type questions from Section-C, each question carries 10 marks.
- Write Answers in English only.

Section – A

20X01 = 20 Marks

1. The Micro- Small and Medium Enterprises (MSMEs) are defined in terms of their-
a) Cost of Project b) Business operations c) Size of Investment d) Scale of operation
2. The limit for investment in plant and machinery for Medium sized Service Enterprises is---
a) More than five crore rupees but does not exceed ten crore rupees
b) More than ten lakh rupees but does not exceed two crore rupees
c) More than two crore rupees but does not exceed five crore rupees
d) More than ten lakh rupees but does not exceed two crore rupees
3. One of the problem and challenges faced by MSMEs is
a) Strengthening of Data base for MSMEs
b) Proper Business Planning of Micro Enterprise
c) Slow Technological Progress & Marketing issues
d) Demand for a product in the Market
4. SWOT analysis is a technique
a) That helps in generating creative ideas
b) That evaluate a company's competitive position
c) That refers to Creative Problem Solving approach
d) All of the above
5. The decision to become an entrepreneur is defined as
a) Entrepreneurship Process
b) Entrepreneurship development Process
c) Entrepreneurship decision Process
d) Entrepreneurship business Planning process
6. The opportunity evaluation process involves looking at-
a) The creation and length of the opportunity,
b) Its real and perceived value,
c) Its risks and returns
d) All of the above
7. The assessment of the opportunity requires answering the following questions--
a) What market need does it fill?
b) What personal observations have you experienced or recorded with regard to that market need?
c) What social condition underlies this market need?
d) All of the above
8. The Assessment of Risk and Uncertainty in business planning process involve-
a) Identification of Risk-aspects
b) Evaluate weakness of business
c) SWOT analysis
d) All of the above



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9. The key aspects to manage the new business Enterprise involve.....
 - a) Develop Management Style
 - b) Understand key variables for success
 - c) Implement control systems
 - d) All of the above
10. One of the key aspects of Business Planning Process is
 - a) Industry and Competitive Review
 - b) Procurement of resources
 - c) Job planning and description
 - d) Preparing entrepreneurs Profile
11. A business plan is a
 - a) New business profile
 - b) A written document prepared by the entrepreneur
 - c) Preliminary project report
 - d) All of the above
12. The Environmental and Industry Analysis focus on the factors like
 - a) Environmental factors
 - b) Social and Cultural factors
 - c) Technological and Global factors
 - d) All of the above
13. The method of generating new business idea is....
 - a) Thinking out of the box
 - b) Industry analysis
 - c) Brainstorming
 - d) All of the above
14. Creative problem solving is a method for
 - a) Industry Analysis
 - b) Business Planning
 - c) Feasibility Analysis
 - d) Obtaining new ideas focusing on the parameters
15. Environmental scanning refers to
 - a) Entrepreneurship Environment analysis
 - b) The study of the organizational environment to pinpoint environmental factors
 - c) Scanning of Different layers of the business Environment
 - d) All of the above
16. The functional plans refer to.....
 - a) Marketing Plan
 - b) Operations Plan
 - c) Organizational & HR Plan
 - d) All of the above
17. A poorly defined business plan fails because
 - a) Goals set by the entrepreneurs that are unreasonable.
 - b) Goals that is not measurable.
 - c) An entrepreneur who has not made a total commitment to the business.
 - d) All of the above
18. The sources of new business ideas include.....
 - a) Customers and Consumers
 - b) Shopkeepers and petty retailers
 - c) Market survey reports
 - d) All of the above



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19. Gordon method for generating new ideas is related to
- a) Individual Brainstorming Process
 - b) Problem Inventory Analysis
 - c) Developing a new idea by evaluating the worth of aspects of ideas
 - d) Developing new ideas when the individuals are unaware of the problem
20. One of the essential quality of a new business opportunity is.....
- e) Attractiveness and durability
 - f) Entrepreneurs friendly
 - g) Market orientation
 - h) All of the above

Section -- B

06X05 = 30 Marks

1. What do you mean by the concept of Preliminary Project Report (PPR)?
2. What is DPR? What is the significance of a Bankable DPR?
3. What do you mean by Contingency planning and Plan?
4. What do mean by feasibility analysis?
5. What are the different functional plans?
6. Briefly discuss about Equity and Debt Sources of financing a new business enterprise.
7. Briefly describe the concepts of IPR, Patents, Trademarks, copyrights.
8. Briefly discuss about Building successful organizational structure and Launching a venture?

Section -- C

10X05 = 50 Marks

1. Discuss the format of a business plan.
2. Describe briefly the process of environmental scanning.
3. Discuss in brief the different aspects of feasibility study.
4. What is a Marketing plan? Discuss the process of preparing a Marketing plan.
5. Discuss in detail the SWOT analysis that an entrepreneur does for setting up a new enterprise.



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- Write Answers in English only.

Section – A

20X01 = 20 Marks

1. C
2. C
3. C
4. B
5. C
6. D
7. D
8. D
9. D
10. A
11. B
12. D
13. C
14. D
15. B
16. D
17. D
18. D
19. D
20. A

Section – B

06X05 = 30 Marks

1. Define the concept of Preliminary Project Report (PPR)?

Answer- A Project Report is a document which provides details on the overall picture of the proposed business. The project report gives an account of the project proposal to ascertain the prospects of the proposed plan/activity.

A Preliminary Project Report for a startup/new business venture is a Lean, concise and brief Report prepared based on the Business Plan. It is the road map for the business enterprise to be successful and discusses whether the business requires finance or not.

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****2. What is DPR? What is the significance of a Bankable DPR?**

Answer- DPR- The term DPR stand for Detailed Project report which specify in detail the major pointers which needs to be included while preparing a project report. This is a written document relating to any investment. It contains data on the basis of which the project has been appraised and found feasible.

It consists of information on economic, technical, financial, managerial and production aspects. It enables the entrepreneur to know the inputs and helps him to obtain loans from banks or financial Institutions. That's why, this is called as bankable DPR.

DPR- The Detailed Project report contains detailed information about-

- Land and buildings required,
- Manufacturing Capacity per annum,
- Manufacturing Process,
- Machinery & equipment along with their prices and specifications,
- Requirements of raw materials,
- Requirements of Power & Water,
- Manpower needs,
- Marketing Cost of the project,
- Production & Operations costs and overheads
- Financial analyses and economic viability of the project.
- Business Risk Profile of the new venture

3. Define the Contingency planning and Plan.

Answer- A contingency is a situation that is likely to occur, but may not. Contingency planning is the preparatory process of identification of and planning for these situations. Contingency planning is the act of assessing business risk in various areas and developing primary plan and alternate plans for handling unpredictable situations. This allows a business to develop workable solutions and directives should a feared event occur.

A contingency plan is a course of action designed to help an organization respond effectively to a significant future event or situation that may or may not happen. A contingency plan is sometimes referred to as "Plan B," because it can be also used as an alternative for action if expected results fail

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to materialize. Contingency planning is a component of business continuity, disaster recovery and risk management.

Threats covered under Contingency Plan

Some of the Threats covered under Contingency Plan are as under-

- Crisis Management
- Continuity Plan
- Asset Security
- Mismanagement
- Re-Organisation

4. What do mean by feasibility analysis?

Answer- A feasibility study is a process that tests the new business idea's viability. It helps the entrepreneur to get a handle on whether the proposed idea will fly or if it's likely to flop. Feasibility studies can also serve as a basis for creating a small business plan and a marketing plan, both of which will be required for going forward.

So, in simple terms, we can say that the feasibility study is a preliminary analysis undertaken to determine and document project viability. It helps companies in assessing whether or not to move on with the business concept at every stage and plan needed resources precisely. It acts as filter or screening device

According to Marry Holz, "A feasibility study is an essential step in the business idea assessment and business development process and as the name implies, this is an analysis of the viability of an idea".

According to Bernard, "Feasibility study is the initial design stage of any new business project, which brings together the elements of knowledge that indicate if a business project is possible or not, whether the new business project is viable or not, i.e. whether it can generate an equal or a higher rate of return during its lifetime requires a thorough investigation of the investment per se as well as the level of current expenditure".

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****5. What are the different functional plans?**

Answer- A Functional Plan is written document that outlines the future activity for core function of an existing or proposed business venture. Functional plan is the part of the overall Business plan usually drafted by an entrepreneur for the purpose of setting up a new business enterprise. The Different functional plans:

- Marketing Plan,
- Production/Operation plan,
- Organizational & Manpower Plan,
- Financial Plan,
- Contingency Plan;

6. Briefly discuss about Equity and Debt Sources of financing a new business enterprise.

Answer- Financing New Venture: The important aspects that we need to understand to finance the startup-

- Need and Requirement Analysis
- Decision about Optimum Capital Structure
- Consideration of Cost of Capital
- Sources of Funding/Financing (Debt/Equity)
- Methods of Financing

The Equity sources of financing involve financing or funding the project from personal and family sources and fund raising from the public at large in the market through issue of the shares.

Debt financing is usually done through the sources of Indigenous Bankers who are actually the private money lenders in the unorganized market, Commercial Bank, Financial Institutions and by issue of Preferential Shares, Bonds etc.

7. Briefly describe the concepts of IPR, Patents, Trademarks, copyrights.

Answer- IPR (Intellectual Property Rights)- The Term Intellectual Property refers to the creations of the mind which includes patents, trademarks, copyrights, trade secrets, registered industrial designs, Licensing and Franchising- represents important assets held by the entrepreneur or any enterprise. Intellectual Property Rights can be defined as the rights given to people over the creations of their minds. They usually give the creator an exclusive right over the use of his or her creations for a

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Certain period of time. Intellectual property rights are extensively employed by firms and view them as important strategic assets.

Patents- Patents are form of a certificate granted by a Govt. for a limited time to the owner of an invention. It gives the inventor/Innovator the right to exclude others from imitating, manufacturing, using or selling the invention in question for commercial use during the specified period. The object of Patent law is to encourage scientific research, new technology and industrial progress. Indian Patent Act, 1970 is the applicable Patent law in force in India that decide whether a Patent will be granted or not.

Copyrights- Copyrights are the legal provisions made to facilitate a creative individual to retain the ownership or the creative piece of work. It may relate to an article like a book, a drawing, a painting, a composing, a music or for that matter any creation that is intellectually oriented and displays the exclusive competence of the individual, agency or a company. "Copyrights" is a form of intellectual property protection to the creator of original works of authorship such as a Book or dramatic, musical or artistic works, painting and sculptures etc.

Trademarks- The Term Trade Mark is usually applied to a word a name, a symbol, a logo, a device, or a combination of the above used by a manufacturer, a trader, an individual or a company for transacting a business. The trademark conveys a certain meaning or an association to the client. The trademark helps the customer in identifying a particular commodity and helps in distinguishing the same from other.

8. **What is the meaning of Building successful organizational structure and Launching a venture?**

Answer- Building successful organizational structure- By structure, we mean the framework around which the whole new business activities and functions are organized, the important elements which play crucial role in the process of building successful organizational structure includes the following-

- Total Work load and specification of Tasks and activities details
- Departmentation, creation of functional departments based on the grouping and classification of the functional activities
- Staffing that involve man power planning and placing the right person at the right place at the right time
- Operations and Work system and processes,



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- Authority and Responsibility Relationship,
- Communication System and flowchart,
- Decision making etc.

Launching a venture: Every aspiring entrepreneur need to pay significant attention to laying the proper groundwork before launch. Before launching your business, here are six steps to ensure a successful start.

- Go beyond the business plan.
- Test your idea.
- Know the market.
- Understand your future customer.
- Establish cash resources.
- Choose the right business structure.

Section – C

10X05 = 50 Marks

1. Discuss the format of a business plan.

Answer- 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).



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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



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2. Describe briefly the process of environmental scanning.

Answer- Scanning means detection. Environmental scanning means having a detailed investigation of the environment. Environmental scanning consists of identifying and analyzing environmental influences individually and collectively to determine their potential effect on an organisation and the consequent problems and opportunities.

This is the process in which the enterprise monitors environmental factors to identify opportunities and threats of the business. Environmental scanning is essential to understand current and probable changes in the business environment comprising economic, political, technological, cultural etc.

According to L. R. Jauch and W. F. Glueck, "Environmental Scanning is the process by which strategists monitor the environmental factors to determine opportunities for and threats to their firms. Environmental diagnosis consists of managerial decisions made by assessing the significance of the data of the environmental analysis".

Procedure for Environmental Scanning

The steps involved in the procedure of Environmental Scanning by a new entrepreneur are as follows-

1. Assess the nature of the business environment in terms of how uncertain it is- This helps in deciding what focus of the rest of the analysis is to take.
2. Audit environmental influences to identify which of the many different environmental influences have affected the existing organizations development or performance in the past. This is helpful to an entrepreneur to construct a picture or scenario of possible future to consider the extent to which strategies might be formulated.
3. Identify key competitive forces in the competitive environment and their significance through structural analysis.
4. Identify Strategic scenario through Competitors analysis, the analysis of market segments and market power, Attractiveness analysis etc.
5. Identify key opportunities and Threats in the environment.

**BHARTIYA SKILL DEVELOPMENT UNIVERSITY****Environmental Scanning Techniques:**

There is a wide range of methods and techniques available for Environmental Scanning as follows-

1. **ETOP:** A technique of environmental diagnosis. ETOP stands for Environmental Treats and Opportunities Profile. It is concerned with assessment of environmental factors in terms of these being opportunities or threats and their impact.
2. **QUEST:** This stands for Quick Environmental Scanning Technique. This is a four step process which uses scenario writing for scanning the environment and identifying strategic options.
3. **SWOT Analysis:** This stands for Strengths, Weaknesses, Opportunities and Treats Analysis. This technique provides a good overview of the prevailing business environment of the Industry to be entered and helps to understand whether its overall situation is fundamentally healthy or unhealthy.
4. **PEST Analysis:** This stands for Political, Economic, Social and Technological Analysis. This technique describes a framework of macro-environmental factors used in the environmental scanning. It is a useful strategic tool for understanding market growth or decline, business position, potential and direction for operations. This model of PEST analysis has recently been further extended to STEEPLE and STEEPLED, adding Environmental, Legal, Education and Demographic factors. An alternative approach of PEST analysis framework also takes into consideration the growing importance of ecological factors which has given rise to Green business and is termed as STEER analysis. This alternative analysis systematically considers Socio-Cultural, Technological, Ecological and Regulatory factors.

3. Discuss in brief the different aspects of feasibility study.

Answer- Feasibility literally means whether some idea will work or not. It knows beforehand whether there exists a sizeable market for the proposed product/ service, what would be the investment requirements and where to get the funding from, whether and wherefrom these necessary technical know-how to convert the idea into a tangible product may be available and so on. In other words, feasibility study involves an examination of the operations, financial, HR and marketing aspects of a business on ex-ante (before the venture comes into existence) basis.

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Major Areas of Feasibility Study (types of Feasibility Study): - Basically a Feasibility Study is related with the project appraisal. One can conduct the feasibility study of every activity which an entrepreneur performs. From the perspective of an entrepreneur, the major areas of feasibility study are as follows-

1. Market Feasibility
2. Technical Feasibility
3. Operational Feasibility
4. Financial Feasibility
5. Economic Feasibility
6. Legal Feasibility

Importance of Feasibility Study

1. Understanding Demand whether a real demand exists for a product or service.
2. Assessing Resources and the opportunity to catalogue the current resources available for a project and to estimate the need for additional resources.
3. Assessing Marketing feasibility and discovering any potential legal roadblocks involving trademarks, patents or other IPRs
4. Marking a timeline to help set milestones and deadlines when moving into a formal project planning phase.

4. What is a Marketing plan? Discuss the process of preparing a Marketing plan.

Answer- It describes market conditions and strategy related to how the product/service will be distributed, priced, and promoted. Marketing research evidence to support any of the marketing decision strategies as well as for forecasting sales should be described in this section. Potential investors regard the marketing plan as critical to the success of the new venture.

Understanding the marketing plan

The marketing plan should answer three basic questions:

- Where have we been? -The history of the marketplace, marketing strengths and weaknesses, and market opportunities.
- Where do we want to go (short term)? - Marketing objectives and goals in the next twelve months.
- How do we get there? -Specific marketing strategy that will be implemented.



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Purpose and Timing of the Marketing Plan- The marketing plan establishes how the entrepreneur will effectively compete and operate in the marketplace.

- Marketing planning should be an annual activity focusing on decisions related to the marketing mix variables.
- The marketing plan section should focus on strategies for the first three years of the venture.
- For the first year, goals and strategies should be projected monthly. For years two and three, market results should be projected based on longer-term goals.
- Preparing an annual marketing plan becomes the basis for planning other aspects of the business.

CHARACTERISTICS OF A MARKETING PLAN- An effective marketing plan should:

1. Provide a strategy to accomplish the company mission.
2. Be based on facts and valid assumptions.
3. Provide for the use of existing resources.
4. Describe an organization to implement the plan.
5. Provide for continuity.
6. Be simple and short.
7. Be flexible.
8. Specify performance criteria that can be monitored and controlled

STEPS IN PREPARING THE MARKETING PLAN

Step 5: Defining Marketing Strategy and Action Programs related to:-

- Product or Service
- Customer Service.
- Pricing
- Distribution.
- Promotion

Step 6: Coordination of the Planning Process.

Step 7: Designing Responsibility for Implementation

Step 8: Budgeting the Marketing Strategy

Step 9: Implementation of the Marketing Plan

Step 10: Monitoring Progress of Marketing Actions

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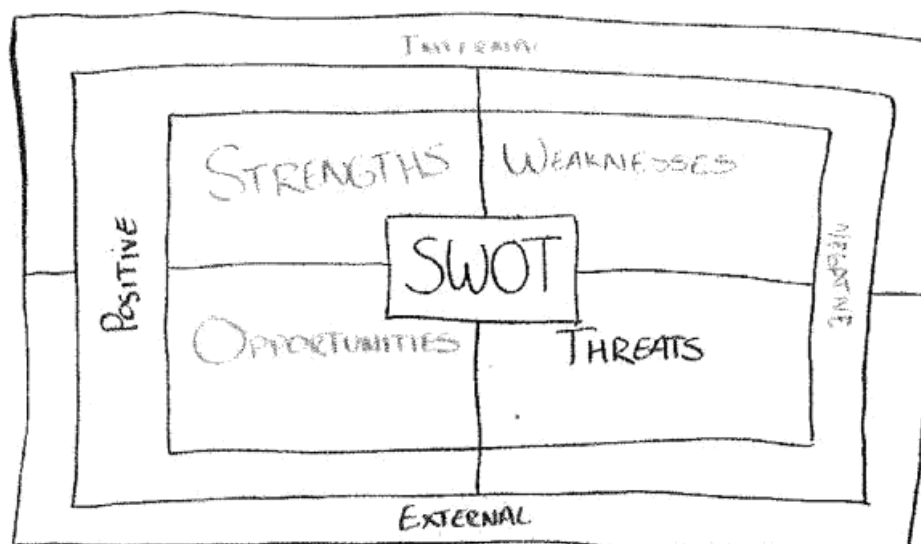
5. Discuss in detail the SWOT analysis that an entrepreneur does for setting up a new enterprise.

Answer- SWOT analysis is a technique that enables a group or individual to move from everyday problems and traditional strategies to a fresh perspective. SWOT analysis looks at your strengths and weaknesses, and the opportunities and threats your business faces. SWOT analysis is a framework used to evaluate a company's competitive position by identifying its strengths, weaknesses, opportunities and threats. Specifically, SWOT analysis is a foundational assessment model that measures what an organization can and cannot do, and its potential opportunities and threats.

SWOT is an acronym that stands for: Strength, Weakness, Opportunity, Threat. A SWOT analysis guides to identify the organization's strengths and weaknesses (S-W), as well as broader opportunities and threats (O-T). Developing a fuller awareness of the situation helps with both strategic planning and decision-making. Generally, strengths (such as the ability to change quickly) and weaknesses (such as slow customer service response time) are internal to the organization, while opportunities and threats tend to be external (competition, regulations, market share, etc.)

AIMS OF SWOT ANALYSIS- The following are the main aims of SWOT analysis;

- To help decision makers share and compare ideas.
- To bring a clearer common purpose and understanding of factors for success.
- To organize important factors linked to success and failure in the business world.
- To provide linearity to the decision making process allowing complex ideas to be presented systematically.





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ELEMENTS OF A SWOT ANALYSIS

SWOT is an acronym that stands for: Strength, Weakness, Opportunity, Threat. These are considered as the elements of SWOT analysis-

- **Strengths describe** what an organization excels at and separates it from the competition; a strong brand, loyal customer base, a strong balance sheet, unique technology and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.
- **Weaknesses stop an** organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: higher-than-industry-average turnover, high levels of debt, an inadequate supply chain or lack of capital.
- **Opportunities refer to** favorable external factors that an organization can use to give it a competitive advantage. For example, a car manufacturer can export its cars into a new market, increasing sales and market share, if a country cuts tariffs.
- **Threats refer to** factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for inputs, increasing competition, tight labour supply and so on.

