



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

School of Entrepreneurship Skills  
Session: 2019-20 (Summer Semester)  
B. Voc. Program, III Semester  
End-Sem. Examination

Course Code: SES1301

Time: 2 Hours

Course Name: Enterprise Creation

Max. Marks: 50

Instruction: All questions are compulsory. Write answers legibly in English only.

Section – A

10 X 01 = 10 Marks

Note: 10 objective type questions, each question carries 01 mark

Q.1. Why do entrepreneurship and innovation go hand-in-hand?

- a) Entrepreneurs are both owners and managers of the business, so they are more likely to take calculated risks to pursue business opportunities
- b) Entrepreneurs have the capability and motivation to pursue innovative commercial opportunities that are riskier and more radical than normal.
- c) Entrepreneurs identify business opportunities and assemble the resources and capabilities.
- d) All of the above.

Q.2. What is a "born global" firm?

- a) A firm that exploits commercial opportunities that arise from bridging resource inputs and market niches in different global locations
- b) A firm that has positioned itself as an international entrepreneurial broker
- c) A firm that is, from its beginnings, immediately reliant on a global presence to succeed.
- d) All of the above.

Q.3 The purpose of all good small business strategy is \_\_\_\_\_.

- a) To increase turnover.
- b) To increase profitability.
- c) To achieve competitive advantage.
- d) To achieve stated objectives.

Q.4 Which of the following is the reason for business failure \_\_\_\_\_.

- a) Lack of market research.
- b) Poor financial control.
- c) Poor management.
- d) All the above.

Q.5 Which of the following are true, except:

- a) SMEs often lack scale and scope.
- b) SMEs often lack financial resources.
- c) SMEs often lack entrepreneurship, innovation and adaptation.
- d) SMEs often lack manpower.

Q.6. Which one of the following components is not a standard component of a sound business model?

- a) Produce low-cost products
- b) Generate revenues
- c) Make profits
- d) Produce free cash flows



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Q.7. A typical business plan includes all of the following sections except:

- a) Executive summary
- b) Business description
- c) Marketing plan and strategy
- d) Disclosure of pending litigation

Q.8. In the venture life cycle, moving from the development stage to the startup stage frequently begins with the preparation of a business plan. The business plan is a written document that describes the proposed venture in all of the following terms except:

- a) The proposed product or service opportunity
- b) The accounting data for the last five years
- c) Current resources available to the venture
- d) Financial projections

Q.9. When moving from entrepreneurial opportunities to new businesses, products, or services, which one of the following is not considered a component?

- a) Ideas
- b) Feasibility
- c) Business plan
- d) Harvest of venture

Q.10. Venture capital is concerned with:

- a) New project having potential for higher profit
- b) New project of high technology
- c) New project having high risk
- d) All the above.

Section – B

04 X 04 = 16 Marks

Note: 04 short answer type questions, each question carries 04 marks.

Q.1 Provide a comprehensive definition of entrepreneurship.

Q.2 How to Choose a Business Location?

Q.3 Why Business Plans needs to be kept up-to-date? What are the variable aspects of business plan?

Q.4 Who are the angel investors and what is their role?

Section – C

04 X 06 = 24 Marks

Note: 04 long type questions, each question carries 06 marks.

Q.1 What is meant by 'Sensing Entrepreneurial Opportunities'? Explain the important factors involved with suitable examples.

Q.2 Explain the meaning of the apprenticeship concept. Why is it so important to young entrepreneurs?

Q.3 What are the three most important attributes of successful enterprise?

Q.4 Write a short note on The Founder's Dilemma.



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Section – B

04 X 04 = 16 Marks

Note: 04 short answer type questions, each question carries 04 marks.

Question-1 Provide a comprehensive definition of entrepreneurship.

Entrepreneurship is ability to create and build a vision from practically nothing: fundamentally it is a human, creative act. It is the application of energy to initiating and building an enterprise or organization, rather than just watching or analyzing. This vision requires a willingness to take calculated risks—both personal and financial—and then to do everything possible to reduce the chances of failure. Entrepreneurship also includes the ability to build an entrepreneurial or venture team to complement your own skills and talents. It is the knack for sensing an opportunity where others see chaos, contradiction, and confusion. It is possessing the know-how to find, marshal, and control resources (often owned by others).

Question-2 How to Choose a Business Location?

There is a saying that the three most important considerations in business are location, location, location. So before starting a new business that operates primarily offline, location is critical. Every business wants to be near to their customers.

Other than these the location decision has a direct effect on an operation's costs as well as its ability to serve customers (and therefore its revenues). Also, location decisions, once made, are difficult and costly to undo. The costs of moving an operation are often significant and run the risk of inconveniencing customers and staff.

Before making location decision It is advisable that the entrepreneur follow these steps:



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**Identify Dominant Location Factors:** In this step entrepreneurs identify the location factors that are dominant for the business.

**Develop Location Alternatives:** Once entrepreneur know what factors are dominant, they can identify location alternatives that satisfy the selected factors.

**Evaluate Location Alternatives:** After a set of location alternatives have been identified, entrepreneur evaluate them and make a final selection.

**Question-3 Why Business Plans needs to be kept up-to-date? What are the variable aspects of business plan?**

Nowadays, businesses evolve rapidly and unexpectedly due to advances in technology, diversified products and changing marketing techniques. Thus, it is recommended that you keep your business plan as current and relevant as you would any other aspect of your business.

A well written business plan will accommodate dynamic changes. The variable parameters are those which connect to the market and include the entering of new competitors, advances in the relevant technology, marketplace and shifting consumer preferences with regards the general market and your specific product/service. Also, any changes to your promotion, marketing and advertising budgets, changes in predicted revenues or expenditure, and even global macro – economic shifts such as significant adjustments in exchange and interest rates are all good reasons to update the business plan.

**Question-4 Who are the angel investors and what is their role?**

An Angel investor is also known as angel funder or business angel or informal investor. An angel investor is an individual who provides capital for a business start-up, in exchange for convertible debt or ownership equity. The capital provided by Angel Investors may be a one-time investment, or it may fund money during initial stage to support and carry the company through its early stages.

Angel investors invest mainly in small businesses which have high growth prospects, primarily technology firms. They provide funding to other fields also like energy sector, healthcare sector and so on. What is vital for an angel investor is the growth prospects of the company.

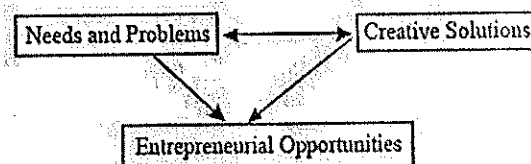
Section – C

04 X 06 = 24 Marks

Note: 04 long type questions, each question carries 06 marks.

**Question-1. What is meant by 'Sensing Entrepreneurial Opportunities'? Explain the important factors involved with suitable examples.**

It is a process of perceiving the opportunities from the problems and needs of people and society (quickly) or create or craft business opportunities (by innovating new products/services that are not already in existence) synthesize the available information analyze the pattern emerging out of this information arrive at creative solutions to meet the needs or resolve the problems.



The following factors play a key role in sensing of entrepreneurial opportunities.

1. Ability to perceive and preserve basic ideas.



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The following are the various sources which lead to the emergence of basic ideas.

**Problems:** When a problem exists and an idea leads to a solution to resolve that problem, it emerges as a business opportunity.

**Change:** A change in social, legal, technological aspects etc. leads to new opportunities to start a business.

**Inventions:** Invention of new products or services leads to new business opportunities.

**Competition:** Competition often results in emergence of new and better ideas that result in new business opportunities.

Various sources like magazines, journals, books, seminars, trade shows, family members, customers, friends etc. help in getting information that helps in evolution of basic ideas.

2. Bring together various sources of information and knowledge, and analyze it to the best possible extent. The analysis helps in the identification of the right opportunity to start a new business.
3. Creativity in innovating a solution and vision. The entrepreneur should be able to creatively identify an idea to generate a valuable solution to a problem. Once the solution is identified their vision to convert the solution into business opportunity help them to move forward, overcoming all the obstacles. They constantly
  - overcome the adversity
  - will be able to exercise control over the business
  - will be capable of making significant difference.

**Question-2** Explain the meaning of the apprenticeship concept. Why is it so important to young entrepreneurs?

Successful entrepreneurs share a pattern of experience:

1. They have acquired 10 or more years of substantial experience and established a track record in the industry.
2. They have acquired intimate knowledge of the customer, distribution channels, and market through direct experience.
3. They made money for their employer before doing it for themselves.

Through a thoughtful, introspective review of your own skills, abilities, and sources of energy, it is possible to evaluate one's attraction to entrepreneurship. Successful entrepreneurs are likely to be older and to have at least 8 to 10 years of experience. They have a track record impressive enough to give investors' confidence. They usually have nurtured relevant business contacts and networks. The first 10 or so years after leaving school it is crucial to select work or a career to prepare for an entrepreneurial career. Having relevant experience and skills can dramatically improve the odds for success. The concept of an apprentice is useful—entrepreneurs learn by doing. An apprenticeship can be an integral part of shaping an entrepreneurial career. Through this, an entrepreneur can shape a strategy and action.

**Question-3** What are the three most important attributes of successful enterprise?

If you asked 10 people what makes a "good enterprise," you would probably get 10 answers. This is partly because "good" means different things to different people. For example, from a consumer's perspective, a good business provides excellent products and services. From a business owner's perspective, a good business is able to support itself.

**A Well Conceived Plan:** Good businesses need good plans. You don't need a complex business plan to



make a business successful, but you should have a plan that is well thought out and executed.

**Strong and Positive Leadership:** Good enterprises have leaders that are decisive when it comes to steering the organization's course. They know how to build strong relationships and provide open communication with their employees.

**Inspire a Positive Corporate Culture:** Also among the qualities of a good business is the motivation to do more than simply achieve financial success. Whether owners and their management teams are fueled by the love of business or the love of the product/service they are providing, they need to get enough out of the business to want to continue through tough times.

**Provide Assessment and Feedback:** To be sure that employees are operating efficiently and meeting goals, companies must also implement frequent assessments of their training and procedures. If an assessment uncovers a weak area, businesses need to address it through revising their methods.

**Provide Excellent Customer Service:** No matter how many of these good company qualities your business exhibits, if you don't provide your customers with excellent service, you may not be able to maintain a customer base. Be sure to pay attention to customer concerns and handle concerns quickly and fairly.

**Question-4** Write a short note on The Founder's Dilemma.

Every would-be entrepreneur wants to be a Bill Gates, a Phil Knight, or an Anita Roddick, each of whom founded a large company and led it for many years. However, successful CEO-cum-founders are a very rare breed.

The Founder's Dilemma actually refers to those early decisions by entrepreneurs that can make or break a startup and its team.

Founders' choices are straightforward: Do they want to be rich or king? Few have been both.

		FINANCIAL GAINS	
		WELL BELOW POTENTIAL	CLOSE TO POTENTIAL
CONTROL OVER COMPANY	LITTLE	Failure	Rich
	COMPLETE	King	Exception

One factor affecting the founder's choices is the perception of a venture's potential. Founders often make different decisions when they believe their start-ups have the potential to grow into extremely valuable companies than when they believe their ventures won't be that valuable.

Choosing between money and power allows entrepreneurs to come to grips with what success means to them. Founders who want to manage empires will not believe they are successes if they lose control, even if they end up rich. Conversely, founders who understand that their goal is to amass wealth will not view themselves as failures when they step down from the top job. Once they realize why they are turning entrepreneur, founders must, as the old Chinese proverb says, "decide on three things at the start: the rules of the game, the stakes, and the quitting time."





**School of Entrepreneurship Skills**

**Session: 2019-20 (Summer Semester)**

**B. Voc. Program, III Semester,**

**End-Sem. Examination**

**Course Code: SES 1302**

**Time: 2 Hours**

**Course Name: Govt. Schemes & Institutional Support (GSIS)**

**Max. Marks: 50**

**Instructions:**

(i) Answer all questions from Section-A, each question carries One Mark. Answer all questions from Section-B, each question carries Four Marks. Answer all questions from Section-C, each question carries Six Marks.

(ii) Please write all the answers in ENGLISH only

**Section – A**

10X01 = 10 Marks

1. ASPIRE stands for
  - (a) A Scheme for Prediction of Innovation, Rural Industries and Entrepreneurship
  - (b) A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship
  - (c) A Scheme for Promotion of Innovation, Retail Industries and Entrepreneurship
  - (d) A System for Promotion of Innovation, Rural Industries and Entrepreneurship
2. MSMED Act enacted on
  - (a) 2 October 2006
  - (b) 23 June 2006
  - (c) 23 June 2016
  - (d) 2 October 2008
3. In PMEGP, E stands for
  - (a) Exchange
  - (b) Employment
  - (c) Easy
  - (d) Earning
4. SIDBI came into existence
  - (a) 2006
  - (b) 1990
  - (c) 1885
  - (d) 2001
5. IDBI means
  - (a) Industrial Development Bank of India
  - (b) Indian Development Bank of India
  - (c) Industrial Deployment Bank of India
  - (d) Internal Development Bank of India
6. IPR means
  - (a) Indian Peoples Rights
  - (b) Industries Promotion Rules
  - (c) Industries Policy Rights
  - (d) Intellectual Property Rights
7. In MSME-DI, DI stands for
  - (a) Direction Indicator
  - (b) Development Institute
  - (c) Development Incharge
  - (d) Developing India



8. TBI means
- (a) Technical Business Innovation
  - (b) Technology Business Incubator
  - (c) Technology Business Intellectual
  - (d) Technical Business Inventory
9. Shishu covers loans upto
- (a) 40,000 INR
  - (b) 140,000 INR
  - (c) 80,000 INR
  - (d) 50,000 INR
10. Important character to be possessed by an entrepreneur
- (a) Mobile phone
  - (b) Laptop
  - (c) Self Confidence
  - (d) Time Table

**Section – B**

04X04 = 16 Marks

1. Discuss Organisation Structure of Industries Department at state level?
2. Write a short note on technical and other institutions established by Ministry of MSME.
3. What is Ministry of Heavy Industries?
4. What is MUDRA Scheme?

**Section – C**

04X06 = 24 Marks

1. What is PMEGP? Explain in detail.
2. What is the role of NABARD?
3. Explain Small Industrial Development Bank of India.
4. Explain important scheme of Ministry of MSME, Govt. Of India.

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  - (c) Industries Policy Rights
  - (d) **Intellectual Property Rights**
7. In MSME-DI, DI stands for
  - (a) Direction Indicator
  - (b) **Development Institute**

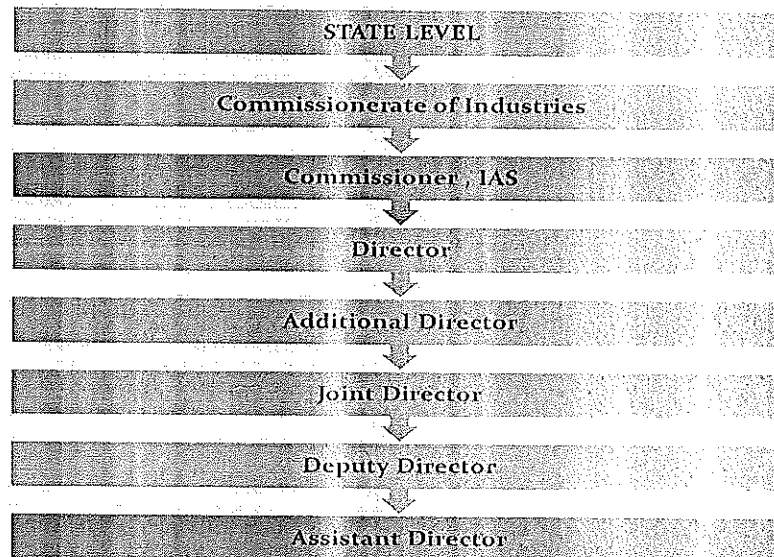
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## Section – B

04X04 = 16 Marks

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2. Write a short note on technical and other institutions established by Ministry of MSME.

Office of Development Commissioner (MSME)

Development Commissionerate implements the policies and various programmes/schemes for providing infrastructure and support services to MSMEs. The Office of the Development Commissioner [O/o DC (MSME)] is an attached office of the Ministry, headed by the Additional Secretary & Development Commissioner (AS & DC), MSME. It functions through a network of MSME-Development Institutes (DI), Regional

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Testing Centers, Footwear Training Institutes, Production Centers, Field Testing Stations and specialized institutes.

A: Khadi Village Industries Commission (KVIC)

B: Coir Board

C: National Small Industries Corporation Limited (NSIC)

D: National Institute for micro, Small and Medium Enterprises (NIMSME)

E: Mahatma Gandhi Institute of Rural Industrialization (MGIRI)

### 3. What is Ministry of Heavy Industries?

The Ministry of Heavy Industries and Public Enterprises is an executive agency of the Government of India that administers 48 central public sector enterprises (PSEs) and assists them in their effort to improve capacity utilization and increase profitability, generate resources and re-orient strategies to become more competitive. The ministry serves as an interface between PSEs and other agencies for long-term policy formulation. The ministry also encourages the restructuring of PSEs to make their operations competitive and viable on a long-term and sustainable basis.

### 4. What is MUDRA Scheme?

MUDRA: Micro Units Development and Refinance Agency

Loans upto Rs 10 lakh

Non-corporate & non-farm small/ micro enterprises

No direct lending to micro entrepreneurs/ individuals

Loans are by Commercial Banks, RRBs, Small Finance Banks, Cooperative Banks, MFIs and NBFCs.

MUDRA Products

1. Shishu: Covering loans up to Rs 50,000/-2. Kishor: Covering loans above Rs 50,000/- and upto Rs 5 lakh3. Tarun: Covering loans above Rs 5 lakh and upto Rs 10 lakh

### Section – C

04X06 = 24 Marks

#### 1. What is PMEGP? Explain in detail.

Prime Minister's Employment Generation Programme is one of the important scheme of Ministry of MSME.

❖ OBJECTIVE:

- To generate employment opportunities in Rural and Urban areas
- To provide continuous and sustainable employment to a large segment of artisans and unemployed youth

❖ COST OF PROJECT:

- Rs 25 Lakhs under manufacturing sector
- Rs 10 Lakhs under service sector

❖ MARGIN MONEY (Middle Ended Subsidy):

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	<u>Beneficiary Contribution</u>	<u>Subsidy</u>	
		<u>URBAN</u>	<u>RURAL</u>
1) General Category	10%	15%	25%
2) Special – SC, ST, OBC Women, PC, Ex-Servicemen	5%	25%	35%

**2. What is the role of NABARD?**

National Bank for Agriculture and Rural Development (NABARD) is an Apex Development Financial Institution in India. NABARD was established on the recommendations of B.Sivaraman Committee, (by Act 61, 1981 of Parliament) on 12 July 1982 to implement the National Bank for Agriculture and Rural Development Act 1981. It replaced the Agricultural Credit Department (ACD) and Rural Planning and Credit Cell (RPCC) of Reserve Bank of India, and Agricultural Refinance and Development Corporation (ARDC). It is one of the premier agencies providing developmental credit in rural areas. NABARD is India's specialised bank for Agriculture and Rural Development in India.

The initial corpus of NABARD was Rs.100 crores. Consequent to the revision in the composition of share capital between Government of India and RBI, the paid up capital as on 31 May 2017, stood at Rs.6,700 crore with Government of India holding Rs.6,700 crore (100% share). The authorized share capital is Rs.30,000 crore

**3. Explain Small Industrial Development Bank of India.**

Small industrial Development Bank of India (SIDBI) is a development financial institution in India, headquartered at Lucknow and having its offices all over the country. Its purpose is to provide refinance facilities and short term lending to industries, and serves as the principal financial institution in the Micro, Small and Medium Enterprises (MSME) sector. SIDBI also coordinates the functions of institutions engaged in similar activities. It was established on April 2, 1990, through an Act of Parliament. It is headquartered in Lucknow.

**4. Explain important scheme of Ministry of MSME, Govt. Of India.**

There are around 40 schemes implemented by MoMSE for the promotion of micro enterprises in the country. The following are some of the important schemes.

- Prime Minister Employment Generation Program (PMEGP)
- Micro & Small Enterprises Cluster Development Programme
- Incubator Scheme
- Intellectual Property Rights for MSMEs
- ISO 9000/14001 Certification Fee Reimbursement Scheme
- Marketing Assistance (Bar Code)
- Export Promotion
- National Awards



**School of Entrepreneurship Skills**  
**Session: 2019-20 (Summer Semester)**  
**B. Voc. Program, 3<sup>rd</sup> Semester,**  
**End-Sem. Examination**

**Course Code: SES 1303**

**Time: 2 Hours**

**Course Name: Business Accounting and Finance**

**Max. Marks: 50**

**Note: Calculators are allowed for the students.**

**Section – A**

10X01 = 10 Marks

Q1. Which of the following is true?

- (a) Owners equity + Liability = Capital (b) Capital + Liability = Assets  
(c) Assets= Owners equity- Liability (d) None of Above

Q2. Loan, Bills Payable and Creditors are:

- (a) Liabilities (b) Tangible Asset (c) Intangible Asset (d) All of the above

Q3. Specifically identifiable business enterprise is

- (a) Finance (b) Business Entity (c) Promotion (d) None of Above

Q4. Amount invested by the owner in the entity is called as

- (a) Asset (b) Capital  
(c) Both of Above (d) None of Above

Q5. Causes of depreciation is:

- (a) Wear & Tear (b) Obsolesce  
(c) reduced usage (d) All of above

Q6. Balance Sheet reveals:

- (a) Sales value (b) Depreciation  
(c) Financial Position of Business (d) All of above

Q7. Loans is

- (a) Source of expense (b) Source of Finance  
(c) Source of Depreciation (d) None of above

Q8. The Profit and loss A/c is prepared to:

- (a) check the gross profit (b) check the Net profit  
(c) Arithmetical Accuracy of Accounts (d) None of Above

Q9. By preparing Ledger accounts, we \_\_\_\_\_ the transactions

- (a) Record (b) Classify  
(c) Interpretate (d) None of above

Q10 Final Statement showing everything "owned" and "owed" by the business is:

- (a) Journal (b) Ledger (c) Balance Sheet (d) Can't say



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## Section – B

04X04 = 16 Marks

- Q1. Define Drawings?  
Q2. What is Business Finance?  
Q3. Brief about the meaning and causes of depreciation?  
Q4. What is Retained Earnings?

## Section – C

04X06 = 24 Marks

Q1. Journalise the following transactions in proper format:

- Jan. 1 Ram started business with cash Rs. 250000  
Jan 3 Purchased goods for cash Rs. 20000  
Jan 12 Purchased goods on credit from Birbal Rs. 10000  
Jan 23 Cash Wages paid Rs. 10000  
Jan 27 Sales of goods for cash 30000  
Jan 31 Cash paid to Birbal Rs 5000

Q2. Prepare Cash A/c from above transactions.

Q3. Prepare Ledger accounts for above transactions i.e. Capital A/c, Sales A/c, Birbal A/c, Wages A/c and Purchase A/c

Q4. Prepare Profit and loss Account from the following Information

From the following information, Prepare the Profit and Loss account

	Debit	Credit
	Rs	Rs
Gross profit from the trading account	1,00,000	
Manager Salary	30,000	
Office lighting	5,000	
Office Rent	15,000	
Local Taxes	1,000	
Salary paid to salesmen	20,000	
Commission charges paid	10,000	
Legal charges paid	3,000	
Bad debts	1,500	
Advertising charges	25,000	
Package charges	7,500	
Discount allowed	3,000	
Discount received		4,000
Dividend received		2,000
Rent received		1,000
Depreciation charges	10,000	
Repairs and Maintenance	2,500	
Interest on loans	1,500	500



School of Entrepreneurship Skills

Session: 2019-20 (Summer / Winter Semester)

B. Voc. Program, 3<sup>rd</sup> Semester,  
End-Sem. Examination

Course Code: SES 1303

Time: 2 Hours

Course Name: Business Accounting and Finance

Max. Marks: 50

Note: Calculators are allowed for the students.

Section – A

10X01 = 10 Marks

Q1. Which of the following is true?

- (a) Owners equity + Liability = Capital (b) **Capital + Liability = Assets**  
(c) Assets = Owners equity - Liability (d) None of Above

Q2. Loan, Bills Payable and Creditors are:

- (a) **Liabilities** (b) Tangible Asset (c) Intangible Asset (d) All of the above

Q3. Specifically identifiable business enterprise is

- (a) Finance (b) **Business Entity** (c) Promotion (d) None of Above

Q4. Amount invested by the owner in the entity is called as

- (a) Asset (b) **Capital**  
(c) Both of Above (d) None of Above

Q5. Causes of depreciation is:

- (a) Wear & Tear (b) Obsolesce  
(c) reduced usage (d) **All of above**

Q6. Balance Sheet reveals:

- (a) Sales value (b) Depreciation  
(c) **Financial Position of Business** (d) All of above

Q7. Loans is

- (a) Source of expense (b) **Source of Finance**  
(c) Source of Depreciation (d) None of above

Q8. The Profit and loss A/c is prepared to:

- (a) check the gross profit (b) **determine Net profit**  
(c) Arithmetical Accuracy of Accounts (d) None of Above

Q9. By preparing Ledger accounts, we \_\_\_\_\_ the transactions

- (a) Record (b) **Classify**  
(c) Interpretate (d) None of above

Q10 Final Statement showing everything "owned" and "owed" by the business is:

- (a) Journal (b) Ledger (c) **Balance Sheet** (d) Can't say



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## Section – B

04X04 = 16 Marks

Q1. Define Drawings?

Ans. The business and business man are two separate entities. Due to following the rule of separate business entity, the money which is withdrawn by the owner for personal uses.

Q2. What is Business Finance?

Ans. Business is concerned with the production and distribution of goods and services for the satisfaction of needs of society. For carrying out various activities, business requires money. Finance, therefore, is called the life blood of any business. The requirements of funds by business to carry out its various activities is called business finance.

Q3. Brief about the meaning and causes of depreciation?

Ans. Depreciation is an accounting method of allocating the cost of a tangible asset over its useful life and is used to account for declines in value. Businesses depreciate long-term assets for both tax and accounting purposes. It includes a reduction in the value of an asset over time, due in particular to wear and tear. The objectives are:

- To calculate proper profits.
- To show asset at its reasonable value.
- To keep the original monetary value of the asset intact
- To provide for replacement of asset.

For tax purposes.

Q4. What is Retained Earnings?

Ans. Retained Earnings: A company generally does not distribute all its earnings among the shareholders as dividends. A portion of the net earnings may be retained in the business for use in the future. This is known as retained earnings

## Section – C

04X06 = 24 Marks

Q1. Journalise the following transactions in proper format:

- Jan. 1 Ram started business with cash Rs. 250000
- Jan 3 Purchased goods for cash Rs. 20000
- Jan 12 Purchased goods on credit from Birbal Rs. 10000
- Jan 23 Cash Wages paid Rs. 10000
- Jan 27 Sales of goods for cash 30000
- Jan 31 Cash paid to Birbal Rs 5000

Ans.

Date	Particulars	Debit(Rs.)	Credit(Rs)
Jan 1	Cash A/c Dr. To Capital a/c (Being Ram started business with cash)	250000	250000
Jan 3	Purchase A/c Dr. To Cash a/c (Being Purchased goods for cash)	20000	20000



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Jan 12	Purchase A/c Dr. To Birbal a/c (Being goods purchased on credit)	10000	10000
Jan 23	Wages A/c Dr. To Cash A/c (Being wages paid)	10000	10000
Jan 27	Cash A/c Dr. To Sales a/c (Being cash sales made)	30000	30000
Jan. 31	Birbal A/c Dr. To Cash a/c (Being cash paid to birbal)	5000	5000

Q2. Prepare Cash A/c from above transactions.

Ans.

### Cash Account

Particulars	Amount	Particulars	Amount
To CAPITAL A/C	250000	By PURCHASE A/C	20000
To SALES	30000	By WAGES	10000
		By BIRBAL A/C	5000
		By Balance c/d	245000
	280000		280000

Q3. Prepare Ledger accounts for above transactions i.e. Capital A/c, Sales A/c, Birbal A/c, Wages A/c and Purchase A/c

Ans.

### Capital Account

Particulars	Amount	Particulars	Amount
To Balance A/C	250000	By Cash A/C	30000
	250000		30000

### Sales Account

Particulars	Amount	Particulars	Amount
To Balance c/d	30000	By Cash a/c	30000
	30000		30000



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## Wages Account

Particulars	Amount	Particulars	Amount
To CASH A/C	10000	By Balance c/d	10000
	10000		10000

## Birbal Account

Particulars	Amount	Particulars	Amount
To cash	5000	By PURCHASE A/C	10000
To Balance c/d	5000		
	10000		10000

## Purchase Account

Particulars	Amount	Particulars	Amount
To CASH A/C	20000	By Balance c/d	30000
To Birbal A/c	10000		
	30000		30000

Q4. Prepare Profit and loss Account from the following Information

From the following information, Prepare the Profit and Loss account

	Debit	Credit
	Rs	Rs
Gross profit from the trading account	1,00,000	
Manager Salary	30,000	
Office lighting	5,000	
Office Rent	15,000	
Local Taxes	1,000	
Salary paid to salesmen	20,000	
Commission charges paid	10,000	
Legal charges paid	3,000	
Bad debts	1,500	
Advertising charges	25,000	
Package charges	7,500	
Discount allowed	3,000	
Discount received		4,000
Dividend received		2,000
Rent received		1,000
Depreciation charges	10,000	
Repairs and Maintenance	2,500	
Interest on loans	1,500	500



Ans.

Dr Profit and Loss account for the year ended ..... Cr

	Rs		Rs
To Manager Salary	30,000	By Gross profit B/d	1,00,000
To Office lighting	5,000	By Discount received	4,000
To Office Rent	15,000	By Dividend received	2,000
To Salary paid salesman	20,000	By Rent received	1,000
To commission charges	10,000	By Interest received	500
To Legal charges	3,000	By Net Loss c/d*	24,500
To Bad debts	1,500		
To Advertising charges	25,000		
To Package charges	7,500		
To Depreciation charges	10,000		
To Repairs and maintenance	2,500		
To Interest on loan	1,500		
To Local taxes	1000		
	1,32,000		1,32,000





**School of Entrepreneurship Skills  
Session: 2019-20 (Summer / Winter Semester)  
B. Voc. Program, I ,III &V Semester,  
End-Sem. Examination**

**Course Code: SES1106**

**Time: 2 Hours**

**Course Name: Fundamentals of Psychology**

**Max. Marks: 50**

**Instruction: Answer all the Questions.**

**Section – A**

**10X01 = 10 Marks**

**10 objective type questions, each question carries 01 mark.**

1. Which one of the following statements about behaviour and emotion do we know to be FALSE?
  - a) Emotion has behavioural aspects.
  - b) An angry conversation takes a different course from a calm conversation.
  - c) You can see emotional behaviour in the facial expressions of other people.
  - d) Emotion fails to prepare us for action.
2. Read the following scenario: Your face is red during an angry conversation with your mother in which she criticized your new partner. Which of the following aspects of emotion are involved in this scenario?
  - a) Arousal, feeling, social, cognitive and behavioural
  - b) Arousal, feeling and social
  - c) Feeling, social, behavioural and value
  - d) Feeling
3. The facial feedback hypothesis suggests which of the following possibilities?
  - a) We smile because we are happy
  - b) We become sad because we smile
  - c) We become happy because we smile
  - d) We smile because we are sad
4. The five fundamental emotions include:
  - a) Anger, rage, happiness, joy and sympathy
  - b) Embarrassment, pride, shyness, shame and guilt
  - c) Joy, happiness, anger, anxiety, fear
  - d) Anger, anxiety, disgust, happiness and sadness



5. If a person has the ability to interpret emotions, express emotions, use emotional information, deal with other's emotions and regulate their emotions, then this person would be expected to have:
  - a) High social intelligence
  - b) High emotional intelligence
  - c) Low social intelligence
  - d) Low emotional intelligence
6. Rohan is self-disciplined, focused on achievement and keen to do his duty. He would be expected to score highly on:
  - a) neuroticism
  - b) agreeableness
  - c) extraversion
  - d) conscientiousness
7. \_\_\_\_\_ are the basic biological units that transmit characteristics from one generation to the next:
  - a) genes
  - b) neurons
  - c) glia
  - d) instincts
8. Lana is friendly, always willing to help others and compassionate. We would expect Lana to score highly on:
  - a) extraversion
  - b) agreeableness
  - c) neuroticism
  - d) openness to experience
9. Which of the following is a secondary motive?
  - a) curiosity
  - b) desire for money
  - c) physical contact
  - d) thirst
10. Psychology is the study of:
  - a) Mind
  - b) Behavior
  - c) Perception
  - d) Sensation



**Section – B**

**04X04 = 16 Marks**

**04 short answer type questions, each question carries 04 marks.**

1. Define Motivation and discuss its meaning in brief.
2. Discuss the types of motivation with examples.
3. How the employee motivation can be improved?
4. Discuss the significance of motivation.

**Section – C**

**04X06 = 24 Marks**

**04 long type questions, each question carries 06 marks.**

1. Define Personality and discuss in detail its concept and meaning.
2. What are the determinants of personality?
3. Discuss the tips for improving and enhancing the personality.
4. What are the types of personality?



## Answer Key

1. D
2. A
3. C
4. D
5. B
6. D
7. A
8. B
9. B
10. A

### **Short Answers:**

#### **1. Meaning:**

Motivation is an important factor which encourages persons to give their best performance and help in reaching enterprise goals. A strong positive motivation will enable the increased output of employees but a negative motivation will reduce their performance. A key element in personnel management is motivation.

According to Likert, "It is the core of management which shows that every human being gives him a sense of worth in face-to face groups which are most important to him....A supervisor should strive to treat individuals with dignity and a recognition of their personal worth."

#### **Some definitions are discussed as follows:**

##### **Berelson and Steiner:**

"A motive is an inner state that energizes, activates, or moves and directs or channels behaviour goals."

##### **Lillis:**

"It is the stimulation of any emotion or desire operating upon one's will and promoting or driving it to action."

##### **Dubin:**

"Motivation is the complex of forces starting and keeping a person at work in an organization."

##### **Vance:**

"Motivation implies any emotion or desire which so conditions one's will that the individual is properly led into action."

Motivation is a psychological phenomena which generates within an individual. A person feels the lack of certain needs, to satisfy which he feels working more. The need satisfying ego motivates a person to do better than he normally does.

#### **From definitions given earlier the following inferences can be derived:**

- i. Motivation is an inner feeling which energizes a person to work more.
- ii. The emotions or desires of a person prompt him for doing a particular work.
- iii. There are unsatisfied needs of a person which disturb his equilibrium.
- iv. A person moves to fulfill his unsatisfied needs by conditioning his energies.
- v. There are dormant energies in a person which are activated by channelizing them into actions.

Motivation is the word derived from the word 'motive' which means needs, desires, wants or drives within the individuals. It is the process of stimulating people to actions to accomplish the goals. In the work goal context the psychological factors stimulating the people's behaviour can be -

- desire for money



- success
- recognition
- job-satisfaction
- team work, etc

One of the most important functions of management is to create willingness amongst the employees to perform in the best of their abilities. Therefore the role of a leader is to arouse interest in performance of employees in their jobs. The process of motivation consists of three stages:-

- i) A felt need or drive
- ii) A stimulus in which needs have to be aroused
- iii) When needs are satisfied, the satisfaction or accomplishment of goals.

Therefore, we can say that motivation is a psychological phenomenon which means needs and wants of the individuals have to be tackled by framing an incentive plan.

## 2. Main Types of Motivation

While there are many things that motivate people, you can break down motivation into two broad types – intrinsic motivation and extrinsic motivation. Intrinsic motivation represents all the internal motivational drivers like self-actualization or helping a friend in need. Extrinsic motivation represents all the external motivational drivers like doing something for a raise or reward.

### INTRINSIC MOTIVATION

Intrinsic motivation represents all the things that motivate you based on internal rewards. For example, you may be motivated to get a promotion because of self-improvement or the joy of learning. Conversely, you might be motivated to succeed because you want to positively affect the lives of the people around you.

However, intrinsic motivation can also have negative motivational drivers. For example, you can motivate yourself to learn new things because otherwise you'll feel unfulfilled. The outcome of your actions is positive, but the specific type of motivation you used was focused stopping a negative outcome rather than creating a positive outcome. For this reason and more, there are often many different types of intrinsic motivation, which focus on a specific motivational reward or driver.

### EXTRINSIC MOTIVATION

Extrinsic motivation represents all the things that motivate you based on external rewards. These types of motivation are more common than intrinsic motivators and include achieving things due to a specific incentive, fear, or expectation, all of which depend on external factors. For example, people want to get a promotion because of the expected raise.

Like intrinsic motivation, extrinsic motivation can sometimes be negative. For example, you can be motivated externally to perform better at your job with the fear of being fired. This shows that extrinsic motivation, like, intrinsic motivation, has many different motivational types that explain a specific external motivational driver and how effective it is at motivating yourself as well as others.



## Types of Intrinsic Motivation

Here are the specific types of intrinsic motivation and the rewards they use to motivate:

### i) **COMPETENCE & LEARNING MOTIVATION**

Competence motivation, also known as learning motivation, is similar to achievement motivation in that people are motivated by the process itself rather than by the reward at the end. However, the difference is that people who are motivated by competence motivation are literally motivated by the act of learning as they move towards the completion of a goal or task.

For example, if you want a promotion, not because of the higher salary but because you'll learn new valuable skills, you're motivated by competence or learning motivation. This is an extremely valuable motivator and should be used in almost any motivational strategy. This is because new, relevant skills are often more valuable than even money because, unlike material *things*, they're assets that no one can take away from you.

### ii) **ATTITUDE MOTIVATION**

Attitude motivation refers to the type of motivation that is cultivated through the desire to change the way people think or feel. While it has similarities to affiliation or social motivation (and can be argued is a type of social motivation itself), people who are motivated by attitude engage in actions and interactions with the express intent of making themselves and the people around them feel better in a positive and uplifting way.

For example, if you're motivated to work for a non-profit or volunteer in a soup kitchen because making people feel good makes you feel good, you're motivated by a change in attitude. Similarly, if you're a manager at a company and you get joy out of helping your direct reports grow and succeed, you're also taking part in attitude motivation.

### iii) **ACHIEVEMENT MOTIVATION**

Achievement motivation states that people are driven by the desire to pursue and achieve specific goals. People who are motivated by this type of motivation are driven by the achievement of a task or goal itself, and not necessarily because of the reward that's attached. For example, an entrepreneur might build a business for the joy of building a world-class organization, and not necessarily because there's money attached.

### iv) **AROUSAL THEORY OF MOTIVATION**

The arousal theory of motivation is a psychological theory that says individual people are motivated by a specific and unique level of arousal. In psychology, arousal means mental alertness or attentiveness, and the arousal theory believes that if a person's mental alertness drops below or rises above a certain point, it causes stress, depression, and demotivation.

### v) **PHYSIOLOGICAL MOTIVATION**

Often, humans are driven by some internal force beyond their explanation. For example, this is sometimes the case when you pursue someone out of love. Your actions are motivated by deep physiological feelings that are primal and cannot be ignored, regardless of how hard we try. This represents the physiological motivational factors that are both internal as well as outside of our control.

## Types of Extrinsic Motivation

Here are the specific types of extrinsic motivation and the rewards they use to motivate:

### i) **INCENTIVE MOTIVATION**

Incentive motivation, unlike achievement motivation, says that people are motivated more by the reward than by the achievement of the goal itself. Instead of being motivated by the pursuit of a goal or task itself, those who are motivated by incentives are driven to take action because of an expected (and often specific) reward. For example, if you want a



promotion because of the higher salary and not because you'll feel more fulfilled, you are motivated by incentives rather than by achievement.

## ii) FEAR MOTIVATION

Fear motivation is a motivational type that uses consequences to drive people into action. Fear motivation can be thought of as a "negative motivator" in that you aren't motivated by a reward but by the avoidance of pain or consequences. Rather than incentivizing yourself or others with positive motivators, fear motivation uses punishment or negative motivators – like getting fired – as a way to keep you productively moving towards specific goals, tasks, or deliverables.

## iii) POWER MOTIVATION

Power motivation is a motivational factor that says people are motivated by control over our own lives and/or the lives of others. Everyone wants choices, and people are often motivated to increase their overall life-options. For this reason, power motivation manifests itself in the desire to affect the direction of our lives and sometimes the lives of those around us.

## iv) AFFILIATION & SOCIAL MOTIVATION

Humans are social creatures, and social motivation – also known as affiliation motivation – states that people are motivated by social factors like belonging and acceptance. Humans have an innate desire to connect with others, and social motivation causes us to seek connections by contributing to a social group. Social motivation can be macro and manifest itself in a desire to help the world, or it can be micro and manifest itself in our love for family and friends.

## v) EXPECTANCY THEORY OF MOTIVATION

The expectancy theory of motivation is a psychological theory that says people are motivated by their expectation of a specific outcome as a result of their actions or effort. This motivational theory is similar to both extrinsic motivation and incentive motivation, except for the fact that it measures the *degree* to which you're motivated by a reward, based on your belief that you'll actually receive it, should you achieve the goal.

## vi) EQUITY THEORY OF MOTIVATION

The equity theory of motivation is a motivational theory that states people are motivated not by a reward but by their perceived level of fairness. This level of fairness is known as "equity", and people can become motivated or demotivated depending on their specific level of equity. What's interesting is that equity not only means how fair you think people are to you but also how fair you think people are to others.

For example, if you have a co-worker who didn't get a raise you know they deserve, you might become demotivated even though you're adequately paid. Of course, if you don't think you're paid what you deserve, your perceived level of fairness will also be low, resulting in demotivation.

**3. Employee motivation is a critical aspect at the workplace which leads to the performance of the department and even the company. Motivating your employees needs to be a regular routine.**

### **Importance of Employee Motivation**

There are several reasons why employee motivation is important. Mainly because it allows management to meet the company's goals. Without a motivated workplace, companies could be placed in a very risky position.

Motivated employees can lead to increased productivity and allow an organisation to achieve higher levels of output. Imagine having an employee who is not motivated at work. They will



probably use the time at their desk surfing the internet for personal pleasure or even looking for another job. This is a waste of your time and resources.

Note that this is based on one employee. Try picturing the majority of your employees doing the same thing. This is not a position anybody wants to be in.

## **How to Increase Employee Motivation**

Here are three immediate actionable tips to increase employee motivation in your workplace.

### **Improve communication**

The easiest way to increase employee motivation is by having positive communication at the workplace. Not relying only on emails but by making sure they talk to their employees in person and even on a personal level, if possible.

Try setting aside some time each day to talk with employees or you can join them during coffee breaks instead of sitting at your desk. By doing so, you actually make employees feel as though you are part of the team; a leader instead of just the boss. Experts agree that team communication is super valuable.

Employees also want to see the company that they are working for succeed. Many have excellent ideas, ranging from money saving to operational improvements. Management must make an effort to take some time to ask and listen to suggestions. Nothing is more worthwhile than feeling valued.

### **Value individual contributions**

Management should ensure their employees on how their individual efforts and contribution plays an important part of the company's overall goals and direction. Employees will take pride and be engaged in their work if they are aware how their efforts create an impact the organisation; regardless of how big or small their contributions are.

Management does not have to reward their employees with gifts every single time they did a good job at a task. At times, a simple "Thank You" or "Great job" will suffice. These meaningful words acknowledge effort, build loyalty and encourage people to work even harder.

4. Motivation is an inspiration that helps to use the employees' knowledge and skill for the growth and development of the organization. It is an act of persuading the people who work in the organization. It is defines as the psychological process that hell to increase the will to do work. It is the process of inspiring people from which the people can use their ability. It is an important function of management. The employees who are engaged in the organization must be motivated. Without motivation, their ability and skill can't be used properly. Every employee has the capacity to do work. It is the process that helps the employee to explore their talent.

*"The concept of motivation is mainly psychological. It relates to those factors or forces operating with the individual employee or subordinate which impel him to act or not to act in certain ways."*

**-Delton e. McFarland**



## Importance of motivation

1. **Proper utilization of production factor:** Motivation is the mechanism which is used to stimulate the employees. Stimulated employees are ready to use the production factor properly and efficiently. So it results in increase in production and productivity.
2. **Willingness and interest creation:** Motivation stimulates the employees in an organization. It influences the willingness of employees to work hard and help to present better performance. It is a process that acts according to desire of employees and increases the willingness and interest of employees to do work.
3. **High productivity:** When the employees are fully motivated there is better performance. It results high production and productivity increment.
4. **Organizational goals:** The machine, equipment, money cannot be effectively used when the employees are not motivated to do the work in an organization to the maximum extent. so it helps to achieve the organizational goals.
5. **Readiness for change:** Changes are required in every organization. Such changes may be in technology, environment etc. when the changes are introduced in the organization there is tendency to resist them by the employee or hesitate to accept the change. Motivated employees are already made ready to accept the change.
6. **Efficiency in work:** Motivated employees perform their duties according to the goals of the organization. They perform work efficiently and timely and increase the efficiency
7. **Reduce absenteeism:** – Motivated employees don't want to be absent frequently. In other words, Motivated employees stay in the organization more and non Motivated employees are careless for the organizational goals.
8. **Employees' satisfaction:** employee's satisfaction is an important aspect for the managerial point of view. Employees may be motivated by fulfilling their needs and giving satisfaction in their work. In short Motivated employees are always satisfied.
9. **Fewer disputes and strikes:** disputes and strikes are harmful for organizational activities. When the employees are not motivates they are dissatisfies which creates disputes in the organization.
10. **Better human relation:** all employees must be treated as human beings by the organization. Motivation I mainly related to behave the human beings.

## LONG ANSWERS:

### **1. The Meaning of Personality:**

The term 'personality' is derived from the Latin word 'persona' which means a mask. According to K. Young, "Personality is a ... patterned body of habits, traits, attitudes and ideas of an individual, as these are organised externally into roles and statuses, and as they relate internally to motivation, goals, and various aspects of selfhood." G. W. Allport defined it as "a person's pattern of habits, attitudes, and traits which determine his adjustment to his environment."

According to Robert E. Park and Earnest W. Burgess, personality is "the sum and organisation of those traits which determine the role of the individual in the group." Herbert A. Bloch defined it as "the characteristic organisation of the individual's habits, attitudes, values, emotional characteristics..... which imparts consistency to the behaviour of the individual." According to Arnold W. Green, "personality is the sum of a person's values (the objects of his striving, such as ideas, prestige, power and sex) plus his non- physical traits (his habitual ways of acting and reacting)." According to Linton, personality embraces the



total "organised aggregate of psychological processes and status pertaining to the individual."

Personality, as we understand it, says Maclver, "is all that an individual is and has experienced so far as this "all" can be comprehended as unity." According to Lundberg and others, "The term personality refers to the habits, attitudes, and other social traits that are characteristic of a given individual's behaviour." By personality Ogburn means "the integration of the socio psychological behaviour of the human being, represented by habits of action and feeling, attitudes and opinions." Davis regards personality "a psychic phenomenon which is neither organic nor social but an emergent from a combination of the two."

According to Anderson and Parker, "Personality is the totality of habits, attitudes, and traits that result from socialization and characterizes us in our relationships with others." According to N.L. Munn, "Personality may be defined as the most characteristic integration of an individual's structure modes of behaviour, interests, attitudes, capacities, abilities and aptitudes." According to Morton Prince, "Personality is the sum total of all the biological innate dispositions, impulses tendencies and instincts of the individual, and the acquired disposition and tendencies acquired by experience." According to Young, "Personality is the totality of behaviour of an individual with a given tendency system interacting with a sequence of situations."

Lawrence A. Pewin has given a working definition of personality in these words, "Personality represents those structural and dynamic properties of an individual or individuals as they reflect themselves in characteristic responses to situations."

**On the basis of these definitions it may be said there are two main approaches to the study of personality:**

(1) The psychological, and (2) The sociological.

Although there is also a third approach, the biological approach, but the biological definition of personality which comprehends only the bio-physical characteristics of the individual organism is inadequate. The psychological approach considers personality as a certain style peculiar to the individual. This style is determined by the characteristic organisation of mental trends, complexes, emotions and sentiments.

The psychological approach enables us to understand the phenomena of personality disorganisation and the role of wishes, of mental conflict, and of repression and sublimation in the growth of personality. The sociological approach considers personality in terms of the status of the individual in the group, in terms of his own conception of his role in the group of which he is a member. What others think of us plays a large part in the formation of our personality.

Thus personality is the sum of the ideas, attitudes and values of a person which determine his role in society and form an integral part of his character. Personality is acquired by the individual as a result of his participation in group life. As a member of the group he learns certain behaviour systems and symbolic skills which determine his ideas, attitudes and social values. These ideas, attitudes and values which an individual holds, comprise his personality. The personality of an individual denotes an adult's inner construction of the outer world. It is the result of the inter-action processes by which standards of ethical judgment, belief and conduct are established in social groups and communities.

**To sum up we would say that:**

- (i) Personality is not related to bodily structure alone. It includes both structure and dynamics
- (ii) Personality is an indivisible unit.
- (iii) Personality is neither good nor bad.
- (iv) Personality is not a mysterious phenomenon.
- (v) Every personality is unique.



(vi) Personality refers to persistent qualities of the individual. It expresses consistency and regularly.

(vii) Personality is acquired.

(viii) Personality is influenced by social interaction. It is defined in terms of behaviour.

### **The Types of Personality:**

Some attempts have been made to classify personalities into types. In the 5th century B. C., the Greek physician Hippocrates divided human beings into four types: the sanguine, the melancholic, the choleric, and the phlegmatic. The Swiss psychoanalyst, Carl Gustav Jung, distinguished between two main types, the introvert and the extrovert. The introvert is preoccupied with his own self; the extrovert with things outside self.

In these two types there is a third type—the ambiverts who are neither the one nor the other but vacillate between the two. The majority of people are ambiverts. According to Ernest Kretschmer the German psychiatrist, the extrovert personality is a stout person while the introvert one is a tall and slender person. The first type of persons he called "pyknic" the second type he called "leptosomic" W.I. Thomas and Florian Znaniecki distinguished among the Bohemian, the Philistine, and the Creative.

## **2. Determinants of Personality:**

Personality is a result of the combination of four factors, i.e., physical environment, heredity, culture, and particular experiences. Here we discuss each factor determining personality separately.

### **Personality and Environment:**

Above we described the influence of physical environment on culture and pointed out that geographical environment sometimes determines cultural variability. That the Eskimos have a culture different from that of the Indians is due to the fact that the former have a geography different from the latter.

Man comes to form ideas and attitudes according to the physical environment he lives in. To the extent that the physical environment determines cultural development and to the extent, that culture in turn determines personality, a relationship between personality and environment becomes clear. Some two thousand years ago, Aristotle claimed that people living in Northern Europe were owing to a cold climate, full of spirit but lacking in intelligence and skill. The natives of Asia, on the other hand, are intelligent and inventive but lack in spirit, and are, therefore, slaves.

Thus, climate and topography determine to a great extent the physical and mental traits of a people, but it cannot be said that they alone determine human behaviour. Most kinds of personality are found in every kind of culture. The fact remains that civilizations have appeared in regions of widely different climate and topography. Christianity knows no climate belts. Peoples are monogamous in high altitudes and flat lands, under tropical temperate and arctic conditions. Men's attitudes and ideas change even when no conceivable geographic change has occurred. Proponents of geographic determinism oversimplify the human personality and so their interpretations are to be accepted only after close scrutiny.

### **Heredity and Personality:**

Heredity is another factor determining human personality. Some of the similarities in man's personality are said to be due to his common heredity. Every human group inherits the same general set of biological needs and capacities. These common needs and capacities explain some of our similarities in personality. Man originates from the union of male and female germ cells into a single cell which is formed at the moment of conception.

He tends to resemble his parents in physical appearance and intelligence. The nervous system, the organic drives and the ductless glands have a great bearing upon personality.



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They determine whether an individual will be vigorous or feeble, energetic or lethargic, idiot of intelligent, coward or courageous.

A man with a good physical structure and health generally possess an attractive personality. A man of poor health, pigmy size and ugly physical features develops inferiority complex. The growth of his personality is checked. Rejected and hated by the society he may turn out to be a thief, dacoit, or drunkard. It is also probable that he may become a leader, or a genius like Socrates and Napoleon. Likewise the nervous system and glandular system may affect the personality of an individual.

The nervous system affects the intelligence and talent of the individual. The hormones affect the growth of personality. Too many or too less of hormones are harmful. Some men are over-patient, overzealous, overactive and overexcited while others are lazy, inactive, and weak. The reason may be secretion of more hormones in the first case and less hormones in the latter case. For a normal personality there should be a balanced secretion of hormones.

Heredity may affect personality in another way, i.e., indirectly. If boys in a society prefers slim girls as their companion, such girls will receive greater attention of the society providing them thereby more opportunities to develop their personality. According to Allport, Gordon, W. no feature of personality is devoid of hereditary influence.

However, heredity does not mould human personality alone and unaided. "For the present, we can only assume that there are -genes for normal personality traits just as there are genes for other aspects of human make-up and functioning. Where in members of the same family, in a similar environment, we can see great differences in personality, we may ascribe these in part at least to differences in gene contributions.

We can also guess that some of the family similarities in personality are genetically influenced. But we are still a long way from identifying specific 'personality' genes, gauging their effects or hazarding predictions as to what the personality of a given child will be on the basis of what we know about its parents." However, according to a news report (Times of India, Jan. 3, 1996) the scientists have identified a gene which influences impulsiveness, excitability and extravagance.

In short, heredity can never be considered as charting a fixed and definite course of anyone's personality. At the best, what anyone inherits are the potentialities for a wide range of personalities, the precise form into which a personality will "jell" being determined by circumstances. Ogburn and Nimkoff write, "It would be an error to hold, as' endocrine enthusiasts do, that the glands determine the whole personality, include rich things, as one's opinions, one's habits, and one's skills." t is possible to over-activate or under-activate some of these kinds by injecting certain kinds of hormones and thereby affect human personality. In other words, it may be said that the available evidence does not support the dogmatic view that personality is biologically transmitted.

Of course, there are some traits which seem to be more directly affected by heredity than others. Manual skills, intelligence and sensory discriminations are some of the abilities which appear more highly developed in some family lines than others. But other traits such as one's beliefs, loyalties, prejudices and manners are for the most part the result of training and experience.

Heredity only furnishes the materials out of which experience will mould the personality. Experience determines the way these materials will be used. An individual may be energetic because of his heredity, but whether he is active on his own belief or on behalf of others is a matter of his training.

Whether he exerts himself in making money or in scholarly activity is also dependent upon his bringing. If personality is a direct consequence of heredity tendencies or traits then all the sons and daughters of the same parents brought up in the same environment should have identical personalities or at least personalities that are very much alike.



But investigation shows that even at the tender age of three or four years they show quite distinct personalities. The new born human being is, to use the phrase of Koenig, Hopper and Gross, a "candidate for personality." It is, therefore, clear that an individual's heredity alone would not enable us to predict his traits and values.

## **Personality and Culture:**

There can be little doubt that culture largely determines the types of personality that will predominate in the particular group. According to some thinkers, personality is the subjective aspect of culture. They regard personality and culture as two sides of the same coin.

Spiro has observed, 'The development of personality and the acquisition of culture are not different processes, but one and the same learning process.' Personality is an individual aspect of culture, while culture is a collective aspect of personality.' Each culture produces its special type or types of personality.

In 1937 the anthropologist Ralph Linton and the psychoanalyst Abram Kardinar began a series of joint explorations of the relationship between culture and personality by subjecting to minute study reports of several primitive societies and one modern American village. Their studies have demonstrated that each culture tends to create and is supported by a "basic personality type." A given cultural environment sets its participant members off from other human beings operating under different cultural environments.

According to Frank, 'culture is a coercive influence dominating the individual and moulding his personality by virtue of the ideas, conceptions and beliefs which had brought to bear on him through communal life.' The culture provides the raw material of which the individual makes his life. The traditions, customs, mores, religion, institutions, moral and social standards of a group affect the personality of the group members. From the moment of birth, the child is treated in ways which shape his personality. Every culture exerts a series of general influences upon the individuals who grow up under it.

Ogburn as we noted above, divided culture into "material" and "non-material." According to him, both material and non-material culture have a bearing on personality. As for the former he provides examples of the influence of plumbing on the formation of habits and attitudes favourable to cleanliness and the relation of time-pieces to punctuality. The American Indians who have no clocks or watches in their culture have little notion of keeping appointments with any exactness.

According to him, they have no sense of time. The personality of an American Indian differs from that of a white man in the matter of punctuality and this is because of differences in their culture. Similarly, some cultures greedy value cleanliness as witnessed by the saying: "Cleanliness is next to godliness." This trait of cleanliness is greatly encouraged by the technology of plumbing and other inventions that are found with it.

The Eskimos are dirty because they have to hang a bag of snow down their backs to melt it in order to get water. A man who has just to turn on a tap of water will naturally be more clean than an Eskimo. Cleanliness, therefore, is a matter not of heredity but of the type of culture. As for the connection between the non-material culture and personality, language affords an instructive example. We know that one of the principal differences between man and animals is that he alone possesses speech.

Language can be learnt only in society. People who cannot speak exhibit warped personality. Since language is the essential medium through which the individual obtains his information and his attitudes, therefore, it is the principal vehicle for the development of personality. Moreover, speech itself becomes a trait of personality. The coarse voice of woodcutter can be readily distinguished from the hushed tones of a man.

The short, crisp, guttural speech of the German seems to be part of his personality, as does the fluid, flowing voluble speech of the Spaniard. Movements of the hands and shoulders in speech are regarded as part of the very core of the personalities of Italians and Jews. The



Jews use their gestures for emphasis only, while Italians depend upon them to convey part of the meaning.

Another illustration of the influence of culture on personality is the relationship of men and women. In the earlier period when farming was the principal business, women generally had no occupations outside the home, and naturally, therefore, they were economically dependent upon their fathers or husbands. Obedience was a natural consequence of such conditions. But today hundreds of women work outside the homes and earn salaries.

They enjoy equal rights with men and are not so dependent upon them as they were in the past. Attitude of independence instead of obedience has today become a trait of women's personality. With the growing realisation of the importance of culture for personality, sociologists have recently made attempts to identify the factors in particular cultures which give a distinctive stamp to the individuals within the group. Ruth Benedict analyzed the cultures of three primitive tribes and found that cultures may be divided into two major types

### **Personality and Particular Experiences:**

Personality is also determined by another factor, namely, the particular and unique experiences. There are two types of experiences one, those that stem from continuous association with one's group, second, those that arise suddenly and are not likely to recur. The type of people who meet the child daily has a major influence on his personality. The personality of parents does more to affect a child's personality.

If the parents are kind, tolerant of boyish pranks, interested in athletics and anxious to encourage their child's separate interests the child will have a different experience and there shall be different influence on his personality than the one when the parents are unkind, quick tempered and arbitrary. In the home is fashioned the style of personality that will by and large characterise the individual throughout his life.

Social rituals, ranging from table manners to getting along with others, are consciously inculcated in the child by parents. The child picks up the language of his parents. Problems of psychological and emotional adjustments arise and are solved appropriately by each child in terms of the cultural values and standards of the family. The family set up tends to bring the child into contact with his play-mates and teachers. What his play-game members are, and his school teachers are will also determine his personality development.

Group influences are relatively greater in early childhood. This is the period when the relationships of the child with his mother, father and siblings affect profoundly the organisation of his drives and emotions, the deeper and unconscious aspects of his personality.

A certain degree of maturation is needed before the child can understand the adult norms. The basic personality structure that is formed during this period is difficult to change. Whether a person becomes a leader, a coward, an imitator? whether he feels inferior or superior, whether he becomes altruistic or egoistic depends upon the kind of interaction he has with others. Group interaction moulds his personality.

Away from the group he may become insane or develop queer attitudes. As a child grows he develops wish for response and wish for recognition. To his organic needs are added what are called 'sociogenic' needs which are highly important motivating forces in personality. How the idea of self develops in the child is an important study. The self does not exist at birth but begins to arise as the child learns something of the world of sensation about him.

He comes to learn of what belongs to him and takes pride in his possessions. He learns that parts of his body belong to him. He becomes acquainted with his name and paternity and comes to distinguish himself from others. The praise and blame he receives from others account in large measure for his conduct. The development of self leads to the growth of conscience and ego.

Our view of self conception is usually based on the opinion of others about us. It does not, however, mean that we value all opinions about our conduct equally. We attach importance



only to the opinions of those whom we consider for one reason or the other significant than others.

Our parents are usually most significant than others since they are the ones who are intimately related to us and have greatest power than others over us especially during the early years of life. In short, our early experiences are very important in the formation of our personality. It is in early life that the foundations of personality are laid.

Why are the children brought up in the same family differ from one another in their personality, even though they have had the same experiences? The point is that they have not had the same experiences. Some experiences are similar while others are different. Each child enters a different family unit.

One is the first born, he is the only child until the arrival of the second. The parents do not treat all their children exactly alike. The children enter different play groups, have different teachers and meet different incidents. They do not share all incidents and experiences. Each person's experience is unique as no body else perfectly duplicates it. Thus, each child has unique experiences exactly duplicated by no one and, therefore, grows a different personality.

Sometimes a sudden experience leaves an abiding influence upon the personality of an individual. Thus a small child may get frightened at the view of a bloody accident, and even after the accident he may be obsessed of the horror of fear. Sometimes a girl's experience with a rapist may condemn her to a life of sexual maladjustment.

A book may not unteach challenge a man to renounce the world and seek God. If a man meets an accident which cripples or weakens him, he may come to entertain the feelings of inadequacy. Lord Buddha is said to have been led to renunciation by the sight of a funeral procession. In this way experiences also determine one's personality.

However, it may be noted that one's own personality that one has acquired at any moment will in part determine how the experiences influence his pre-acquired personality. Thus a child who is robust, outgoing, athletic would find his parents in the first case a model for behaviour, a model that would deepen the already apparent personality traits. But if the child is shy, retiring and bookish he may find such parents' personality distasteful and intensify the opposed personality trends already apparent.

It may also be referred that personality is a matter of social situations. It has been shown by social researchers that a person may show honesty in one situation and not in another. The same is true for other personality traits also. Personality traits tend to be specific responses to particular situations rather than general behaviour patterns. It is a dynamic unity with a creative potential.

Heredity, physical environment, culture and particular experiences are thus the four factors that explain personality—its formation, development and maintenance. Beyond the joint influence of these factors, however, the relative contribution of each factor to personality varies with the characteristic or personality process involved and, perhaps, with the individual concerned.

Genetic or hereditary factors may be more critical for some personality characteristics, while environmental factors, (cultural, financial), may be more important for others. Furthermore, for any one characteristic, the relative contribution of one or another factor may vary from person to person.

Also there is no way yet known to measure the effect of each factor or to state how the factors combine to produce a given result. The behaviour of a juvenile delinquent is affected by his heredity and by his home life. But how much is contributed by each factor, cannot be measured in exact terms.

### **3. 10 great ways to improve your personality:**



- i) **Be a better listener.** Jacqueline Kennedy Onassis was considered one of the most charming women in the world because she cultivated the skill of being an exceptional listener. She was known for the way she would look a person in the eyes, hang on their every word, and make them feel important. There is nothing more appealing than having someone listen to you intently making you feel like you're the only person in the world.
- ii) **Read more and expand your interests.** The more you read and cultivate new interests, the more interesting you are to others. When you meet new people it gives you the opportunity to share what you know and to exchange your views with them.
- iii) **Be a good conversationalist.** This relates to how much you read and know. Once you have much to contribute, learn how to talk about it with others. No one can read about or know everything, so it's refreshing to learn from others those things we don't have the time to about read ourselves. If you happen to be shy, join a group like Toastmasters that encourages you to talk about what you know.
- iv) **Have an Opinion.** There is nothing more tiresome than trying to talk to someone who has no opinion on anything. A conversation has nowhere to go if you have nothing to expound on. If, however, you have an uncommon point of view or differing opinion, you are more interesting and stimulating to be with socially (unless you're a know-it-all, of course). A unique outlook expands everyone's perspective.
- v) **Meet New People.** Make the effort to meet new people especially those unlike you. It not only exposes you to different cultures and alternative ways of doing things, it broadens your horizons.
- vi) **Be yourself.** The next most tiresome thing after having no opinions is trying to be something you're not. Molding yourself in order to fit in, or be accepted, usually backfires. Since each of us is unique, expressing that uniqueness is what makes us interesting. Attempting to be a carbon copy of someone else not only falls flat, but reveals a lack of authenticity.

## 4. Types of Personality:

### The Inspector

They appear serious, formal, and proper. They also love traditions and old-school values that uphold patience, hard work, honor, and social and cultural responsibility. They are reserved, calm, quiet, and upright.

### The Counselor

They have a different, and usually more profound, way of looking at the world.

### The Mastermind

They are introverts, are quiet, reserved, and comfortable being alone. They are usually self-sufficient and would rather work alone than in a group.

### The Giver

They are extroverted, idealistic, charismatic, outspoken, highly principled and ethical, and usually know how to connect with others no matter their background or personality. Mainly relying on intuition and feelings, they tend to live in their imagination rather than in the real world.

### The Provider



They are social butterflies, and their need to interact with others and make people happy usually ends up making them popular.

## **The Idealist**

They are quiet and reserved. They prefer not to talk about themselves, especially in the first encounter with a new person. They like spending time alone in quiet places where they can make sense of what is happening around them.

They are lost in their imagination and daydreams, always drowned in the depth of their thoughts, fantasies, and ideas.

## **The Performer**

They are lively and fun, and enjoy being the center of attention. They are warm, generous, and friendly, sympathetic and concerned for other people's well-being.

## **The Champion**

They like to be around other people and have a strong intuitive nature when it comes to themselves and others. They operate from their feelings most of the time, and they are highly perceptive and thoughtful

## **The Doer**

They are governed by the need for social interaction, feelings and emotions, logical processes and reasoning, along with a need for freedom

## **The Supervisor**

They are organized, honest, dedicated, dignified, traditional, and are great believers of doing what they believe is right and socially acceptable.

## **The Commander**

They live in a world of possibilities and they often see challenges and obstacles as great opportunities to push themselves. They seem to have a natural gift for leadership, making decisions, and considering options and ideas quickly yet carefully. They are "take charge" people who do not like to sit still.

## **The Thinker**

People of this personality type aren't interested in practical, day-to-day activities and maintenance, but when they find an environment where their creative genius and potential can be expressed, there is no limit to the time and energy.

## **The Nurturer**

They are always ready to give back and return generosity with even more generosity. The people and things they believe in will be upheld and supported with enthusiasm and unselfishness. They are warm and kind-hearted. They value harmony and cooperation, and are likely to be very sensitive to other people's feelings

## **The Visionary**

Although they are extroverts, they don't enjoy small talk and may not thrive in many social situations. They are intelligent and knowledgeable need to be constantly mentally stimulated. They have the ability to discuss theories and facts in extensive detail. They are logical, rational, and objective in their approach to information and arguments.



## **The Composer**

They are fun to be with and very spontaneous, which makes them the perfect friend to tag along in whatever activity, regardless if planned or unplanned. They want to live their life to the fullest and embrace the present, so they make sure they are always out to explore new things and discover new experiences. It is in experience that they find wisdom, so they do see more value in meeting new people than other introverts.