



Registration No.:

School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)

B. Voc. Program, V Semester

End-Sem. Examination

Course Code: SES1501

Set-A

Time: 2 Hours

Course Name: Advanced Course in Entrepreneurship

Max. Marks: 50

Instruction: (if any)

Section – A

10X01 = 10 Marks

10 objective type questions, each question carries 01 mark.

Q 1. The use of informal networks by entrepreneurs to gather information is known as _____.

- a) Secondary research.
- b) Entrepreneurial networking.
- c) Informal parameters.
- d) Marketing

Q2. Which is a function of E-commerce?

- a) Marketing
- b) Advertising
- c) Warehousing
- d) All of the above

Q3 Which type of business would venture capitalists be usually interested in investing funds?

- a) An established private limited company
- b) A small business with slow sales growth potential
- c) A well-known franchise operation
- d) An entrepreneurial start-up with the possibility of high profits

Q 4. Which of the following is not considered while selecting the region?

- a) Law and order
- b) Price of land
- c) Availability of raw materials
- d) Proximity to the product market

Q.5 Who administers UDRP?

- a) WTO
- b) WIPO
- c) Supreme Court
- d) High court

Q.6 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



Q.7 We can use _____ for the equity of the brand name to address segment needs even better.

- a) Sub-branding
- b) Labeling
- c) Packaging
- d) Brand bonding

Q.8 Zena bakes only vegetarian cakes. During preliminary research, she found that people in her neighborhood are looking for vegetarian cakes and are willing to pay more than USD 15 per pound for such cakes. Where in the customer acquisition funnel would you place these individuals? Select the correct answer.

- a) Target Segment
- b) Leads
- c) Opportunities
- d) Visitors

Q.9 What minimum information does an entrepreneur need to calculate the payback period? Select the correct answer.

- a) Fixed Costs, Startup Costs, and Revenue
- b) Fixed Costs, Startup Costs, Variable Costs, and Revenue
- c) Fixed Costs, Startup Costs, Variable Costs, Revenue, and Contribution
- d) Fixed Costs, Startup Costs, and Variable Costs

Q.10 Most individuals are familiar with which form of e-commerce?

- a) B2B
- b) B2C
- c) C2B
- d) C2C

Section – B

04X04 = 16 Marks

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

Q 1. You as an entrepreneur want to convert Acquired Customers into Paying Customers for your product. How will you achieve this and which metric will you use to measure it?

Q 2. What is sales plan? How it helps business?

Q.3 Outline the pros and cons of Low-Fidelity Prototyping

Q.4 What is the Golden Circle?

Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

Q.1 Customer Vs. Consumer – Outline the Relationship & Differences.

Q.2 What are the legal requirements for starting a business?

Q.3 Create a technology platform wish list for the following function of your startup business.

Q.4 What Is Branding and why is it important for your startup?

Amy!



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Answer key

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The Principal
Bhartiya Skill Develop
Jaipur (Raj)

University

Subject - To renew my add
Electrical Skills.

Respected Sir

Due to poor

I took withdrawal from
of 4th Sem. In July, 2019

in 3rd Semester in your
lateral entry student to

in the field of Electrical I
In 3rd Semester. and my

still pending. I got to
Program provided by RUIT

be waived off for 6-Mon
I want to take admission

in your school in 5th Sem
will understand my situation

My admission in 5th Sem
Semester fees at the time

Thank You

Sign of student

Kharey

Name
Roll No
ID No
Date

3/09/2020
30/11/2013
Bharatiya Skill Develop
University

Four Monthly Student

for the 5th Sem

for the 5th Sem

for the 5th Sem

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Q 1. You as an entrepreneur want to convert Acquired Customers into Paying Customers for your product. How will you achieve this and which metric will you use to measure it?

Ans: Following Job-aid will be adopted to convert Acquired Customers into Paying Customers:

	Brick & Mortar (Physical)	Online B2C	Online B2B
Tools to achieve customer awareness	<ul style="list-style-type: none"> • Keep your product/service price competitive • Announce prizes for early-bird customers • Offer discounts to customers qualifying a minimum purchase amount • Offer a “try now, pay later” scheme to win customer trust 	<ul style="list-style-type: none"> • Keep your product/service price competitive • Announce prizes for early-bird customers • Offer discounts to customers qualifying a minimum purchase amount • Offer easy return/exchange/refund options on products purchased 	<ul style="list-style-type: none"> • Keep your product/service price competitive • Create a blog for your product or service where you keep updating the page and respond to all reviews and queries • Offer a “try now, pay later” scheme to win customer trust • Show the prototype and offer to book orders if some advance amount is paid • Ask the business to place an order
Metrics to measure customer awareness	Sales; no. of bills	Sales; no. of orders	Sales; no. of orders; no. of new customers

Q 2. What is sales plan? How it helps business?

NOTE SHEET

Mr. Dheeraj Dauliya, had left the university on completion of 5th semester due to financial constraints (application attached).

He had cleared all dues and also submitted no-dues form.

Now, he came to know about RUICT scholarship scheme and he decided to take fresh admission (in 5th Semester) to continue his B. Voc. Program from School of Electrical Skills (application attached). He confirmed to submit the requisite balance fee at the time of his admission.

His case is recommended.

Head Admissions
BSDU, Jaipur

Enclosure:

1. Application for admission.
2. Copy of withdrawal admission application.
3. Copy of approved withdrawal (School of Electrical Skills).
4. Copy of No-Dues form.

(Signature)
Principal
School of Electrical Skills,
BSDU, Jaipur



Ans: A sales plan is a strategy that sets out sales targets and tactics for your business, and identifies the steps you will take to meet your targets.

A sales plan will help business to:

- define a set of sales targets for your business
- choose sales strategies that are suited to your target market
- identify sales tactics for your sales team
- activate, motivate and focus your sales team
- budget and clarify steps you'll take to achieve your targets
- review your goals periodically and improve your approaches to sales.

A sales plan sits within, or alongside, a marketing plan to direct the efforts of your sales team. Most businesses develop or update sales plans periodically — every 6 or 12 months. Treat your sales plan as a 'living' document that you can revise regularly.

Q.3 Outline the pros and cons of Low-Fidelity Prototyping

Ans: Following are the pros and cons of Low-Fidelity Prototyping:

Pros of Low-Fidelity Prototyping

- Quick and inexpensive.
- Possible to make instant changes and test new iterations.
- Enables the designer to gain an overall view of the product using minimal time and effort, as opposed to focusing on the finer details over the course of slow, incremental changes.
- Encourages and fosters design thinking.

Cons of Low-Fidelity Prototyping

- An inherent lack of realism.
- Due to the basic and sometimes sketchy nature of low-fi prototypes, the applicability of results generated by tests involving simple early versions of a product may lack validity.
- The production of low-fi prototypes may not be appropriate for your intended users.
- Such prototypes often remove control from the user, as they generally have to interact in basic ways or simply inform an evaluator, demonstrate or write a blow-by-blow account of how they would use the finished product.

Q.4 What is the Golden Circle?

Ans: The Golden Circle is an incredibly simple way to both articulate what your business does and define your value proposition to your customers.

To complete your Golden Circle, you just need to answer 3 questions:

Why – Why should your company exist? What is the ultimate purpose?

What – What do you sell/ what services do you offer?

How – How do you go about your business? What are the processes and beliefs?

Whether you are a big corporate, startup founder, small business owner; or even a freelancer; this model will help you. And by taking the time to complete it, you'll be in great company with businesses all over the world using this to define how they operate.

Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

Q 1. Customer Vs. Consumer – Outline the Relationship & Differences.

Ans: Relationship Between Customer and Consumer



BHARTIYA SKILL DEVELOPMENT UNIVERSITY, JAIPUR

School of Electrical Skills

Note Sheet

Date: August 26, 2020

Subject: Withdrawal of students from the School of Electrical Skills.

The following students of the School of Electrical Skills have given their applications for withdrawal from the B. Voc. program after completing their II/IV Semesters due to their personal reasons as mentioned below:

Sr. no.	Reg. No.	Name of the Student	Course/Sem.	School	Reason for Withdrawal
1	190211S002	Ravi Bishnoi	Completed B.Voc. ELE II Sem.	Electrical Skills	He wants to focus on Civil Service Examination (UPSC).
2	190211S004	Pankaj Kumar	Completed B.Voc. ELE II Sem.	Electrical Skills	He wants to discontinue as not interested.
3	190211S007	Suraj Bairwa	Completed B.Voc. ELE II Sem.	Electrical Skills	He has joined a coaching institute for preparation for Govt. Jobs.
4	190211S013	Dheeraj Dauliya	Completed B.Voc. ELE IV Sem..	Electrical Skills	He wants to discontinue as not interested.

Applications of these students are attached herewith for your kind reference. The mentors had detailed discussion with the students in this regard.

The respective mentor's feedback is also placed opposite. This case was discussed earlier also (except sr. no. 4) with the President (Copy attached).

All the above students have cleared their dues.

In view of above it is recommended that withdrawal of these students be approved and the students be reimbursed the dues if any as per the BSDU policy after providing No Dues Certificate by the students.

Submitted for your approval please.

President
BSDU, Jaipur

Approved
1. Names may be struck off roll
2. Fix Migration cert/diploma, the laid down procedures to be followed by students

M. K. Singh
26/8/2020

my
26/8/2020
Cmde (Dr.) Jawahar M Jangir
Principal
School of Electrical Skills

Prinpal, Elec. Skills
Dean, Acad
C.F.P.



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Customer and consumer can be used interchangeably – quite simply because a customer and consumer can be the same person. Buying groceries for oneself is a great example. A person buying groceries from the supermarket for himself becomes the customer of the supermarket – they are paying for the groceries provided by the supermarket. Upon consuming the groceries, the customer also becomes the consumer. But this is just one case where an individual can be both, the customer as well as the consumer. But they differ – hence why there are two terms, customer and consumer.

COMPARISON	CUSTOMER	CONSUMER
MEANING	A customer is the individual/business/organization which buys the offering from the seller via a financial transaction or monetary exchange.	A consumer is an individual who is the end-user of the product/service offered by a business.
PURPOSE	Resale or Consumption	Consumption only; No resell
PURCHASE	Yes; Price is paid by the customer	Not necessary; Price may or may not be paid by the consumer
TYPE	Individual or Organization	Individual or group of people
EXAMPLE	Example: A person buying a gift for someone from a gift shop – the person is a customer of the gift shop.	Example: Take a kid who recently got candy from his dad. Even though his dad was the customer who bought the candy, this child is the consumer who ends up consuming the product.

Q.2 What are the legal requirements for starting a business?

Ans: Establishing a new business seems like a challenging proposition. Yet, it can reap great benefits for both the company and the economy at large. With many entities looking to set up enterprises, there are a few things to consider when you're going for registering your business in India. Here are the few fundamental steps that are necessary for registering any business in India:

1. Checking the company name availability: Before any company registration can take place, you must check whether the proposed name is available.
2. Acquiring a Director Identification Number (DIN): A Director Identification Number (DIN) is a special identification number that is provided to any existing or potential directors of companies that are incorporated.
3. Acquiring a digital signature certificate
4. Obtaining an incorporation certificate.
5. Creating a company seal for official documentation: A company seal is required to be placed on papers for sharing certificates and other official documents.
6. Stamping of all company documents
7. Acquiring a Permanent Account Number (PAN): Filing of Form 49A is required for the application of PAN.
8. Acquiring a Tax Account Number (TAN)
9. Obtaining a certificate from the State/Municipal Inspector under the Shops and Establishment Act

The Principal

Bhartiya Skill Dev

Jajpur (Kajur)

Subject: To renew my add

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Respected Sir

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will understand my sit

My admission in 5th

Semester fees at the

Thank You

Sign of student

Kharey



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10. Applying for GST Registration
11. Obtaining a Profession Tax Certificate from the State Profession Tax Office
12. Completing a National Employees' Provident Fund Registration: Every employer is required to provide their worker information to the local Employee Provident Fund Organization (EPFO).

Q.3 Create a technology platform wish list for the following function of your startup business.

- a) Payment gateways
- b) Customer Relationship Management system or CRMs
- c) Human Resource Management systems or HRMs
- d) Data security

Ans: As a new business, one need to manage with limited cash and resources. And choosing the right technology can help you reduce expenses and improve efficiency.

Technology Platforms	Top 5 Software Solutions
Payment gateways	<ol style="list-style-type: none">1. Authorize.Net2. PayPal3. SecurePay.com4. 2Checkout.com5. First Data Corporation
Point of sale or POS systems	<ol style="list-style-type: none">1. Square Point of Sale2. Vend POS3. Bindo POS4. Erply5. Intuit QuickBooks Point of Sale
Customer Relationship Management system or CRMs	<ol style="list-style-type: none">1. Zoho Office Suite2. Microsoft Dynamics CRM3. Vtiger CRM4. Act! CRM5. Dynamics 365
Human Resource Management systems or HRMs	<ol style="list-style-type: none">1. BambooHR2. Zoho People3. Workday4. SuccessFactors (SAP)5. iCIMS Talent Acquisition
Cloud computing	<ol style="list-style-type: none">1. Microsoft Azure2. Google Cloud Platform3. Amazon Web Services4. Apache CloudStack5. Citrix Cloud
Data security	<ol style="list-style-type: none">1. Keeper2. CA Technologies Secure3. AirWatch4. SolarWinds5. Sift Science

Q.4 What Is Branding and why is it important for your startup?

Ans: Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services. Branding is important because

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Mr. DheeraJ Dauliya, had left the university on complete constraints (application attached).

He had cleared all dues and also submitted no-dues form.

Now, he came to know about RUCT scholarship scheme fresh admission (in 5th Semester) to continue his B. Voc.

Skills (application attached). He confirmed to submit the

his admission.

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not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice. Your brand is built to be a true representation of who you are as a business, and how you wish to be perceived.

Branding is absolutely critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness.

Branding Gets Recognition: The most important reason branding is important to a business is because it is how a company gets recognition and becomes known to the consumers.

Branding Generates New Customers: A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, word of mouth will be the company's best and most effective advertising technique.

Improves Employee Pride and Satisfaction: When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do.

Branding Supports Advertising: Advertising is another component to branding, and advertising strategies will directly reflect the brand and its desired portrayal.

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10 objective type questions, each question carries 01 mark.

Q.1 A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as?

- a) Ecopreneur
- b) Technopreneur
- c) Intrapreneur
- d) Social Entrepreneur

Q 2. The idea and actions that explain how a firm will make its profits refers to:

- a) Mission
- b) Goal
- c) Strategy
- d) Objective

Q3 Financial feasibility analysis can be done by comparing _____ with the estimated sales figure.

- a) Cash flow statement
- b) Balance sheet
- c) Break-even point
- d) Profit and loss statement

Q.4 An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. What could be the best source of this information?

- a) Supplier
- b) Retailer
- c) Competition
- d) Government

Q.5 Online marketplaces provide a host of benefits to consumers including all of these EXCEPT which?

- a) A place to price-check for the best deal.
- b) One-stop shopping from myriad sellers.
- c) Securely-processed transaction from a reputable website.
- d) Visiting multiple sites to conduct research.

Q.6 Trademark can be used as domain name

- a) Yes
- b) No
- c) Yes, in some cases
- d) None of the above



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Q.7 Using successful brand names to launch a new or modified product in new category is called

- a) Multi branding
- b) Line extension
- c) Co-branding
- d) Brand extension

Q.8 Fill in the blanks with appropriate clues given in brackets. A _____ is what you sell, but the _____ is the perceived image of that product and _____ is your strategy to build that image. Select the correct answer.

- a) Brand, branding, product
- b) Product, branding, brand
- c) Product, brand, branding
- d) Branding, product, brand

Q.9 Which of the following costs does an entrepreneur incur before starting a business? Select the correct answer.

- a) Fixed Costs
- b) Startup Costs
- c) Running Costs
- d) Variable Costs

Q.10 A possible drawback to an entrepreneur of using personal savings to finance a new business enterprise is:

- a) The amount will need to be repaid with interest
- b) The amount available may be limited
- c) It is an expensive form of finance
- d) The entrepreneur may lose control of the business

Section – B

04X04 = 16 Marks

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

Q.1 Write a short note on sharing economy.

Q.2 Discuss three funding options to raise startup capital for your business

Q.3 What digital marketing methods startup can leverage to cater their customers?

Q.4 What is the difference between lean canvas and business model canvas?

Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

Q.1 What is a marketplace? Outline at least 3 key features of online marketplaces.

Q.2 What pivoting is, when to pivot, and how to pivot effectively?

Q.3 Why trademark search is important & how to perform it for branding of your business?

Q.4 What are the most important customer acquisition metrics you should measure?



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Section – B

04X04 = 16 Marks

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

Q.1 Write a short note on sharing economy.

Ans: The sharing economy (also referred to as the peer-to-peer economy, mesh economy, collaborative economy, and collaborative consumption) is a socioeconomic system built around the sharing of human, financial, and physical capital. It includes the shared production, distribution, and consumption of goods and services by different people and organizations. These systems coordinate the sharing of excess capacity in goods and services by connecting those with excess capacity to those with need. According to "The Mobile Revolution: How Mobile Technologies Drive a Trillion-Dollar Impact," mobile technologies accounted for \$3.3 trillion of revenues in 2014 (Julio Bezerra et al., BCG Perspectives, Jan. 15, 2015, <http://on.bcg.com/1RVrrDu>). Examples of well-known sharing economy companies include Uber (taxi service), Airbnb (accommodations), and JustPark (parking spaces).

Q.2 Discuss three funding options to raise startup capital for your business

Ans: Three major funding options for startups that will help you raise capital are:

Bootstrapping startup business: Self-funding, also known as bootstrapping, is an effective way of startup financing, especially when you are just starting your business. First-time entrepreneurs often have trouble getting funding without first showing some traction and a plan for potential success. You can invest from your own savings or can get your family and friends to contribute. This will be easy to raise due to less formalities/compliances, plus less costs of raising. In most situations, family and friends are flexible with the interest rate.

Crowdfunding as a funding option: Crowdfunding is one of the newer ways of funding a startup that has been gaining lot of popularity lately. It's like taking a loan, pre-order, contribution or investments from more than one person at the same time. The best thing about crowd funding is that it can also generate interest and hence helps in marketing the product alongside financing.

Angel investment in your startup: Angel investors are individuals with surplus cash and a keen interest to invest in upcoming startups. They also work in groups of networks to collectively screen the proposals before investing. They can also offer mentoring or advice

alongside capital. Angel investors have helped to start up many prominent companies, including Google, Yahoo and Alibaba.

Q.3 What digital marketing methods startup can leverage to cater their customers?

Ans: Among the different methods available, startups can use these key elements:

- Creating a website that showcases their brand
- Video marketing
- PPC campaigns
- Social media marketing
- Email marketing
- Search engine optimization

Q.4 What is the difference between lean canvas and business model canvas?

Ans:

Business Model Canvas	Lean Canvas
The Business Model Canvas was proposed by Alexander Osterwalder based on his earlier book: Business Model Ontology. It outlines several prescriptions which form the building blocks for the activities. It enables both new and existing businesses to focus on operational as well as strategic management and marketing plans.	The Lean Canvas, on the other hand, has been proposed by Ash Maurya as a development of the Business Model Generation. It outlines a more problem focused approach and it majorly targets entrepreneurs and startup businesses.
The Business Model Canvas is a strategic management and entrepreneurial tool. It allows you to describe, design, challenge, invent, and pivot your business model.	The Lean Canvas promises an actionable and entrepreneur-focused business plan. It focuses on problems, solutions, key metrics and competitive advantages.

Section – C

04X06 = 24 Marks

04 long type questions, each question carries 06 marks.

Q.1 What is a marketplace? Outline at least 3 key features of online marketplaces.

Ans: A marketplace is a platform where vendors can come together to sell their products or services to a curated customer base. The role of a marketplace owner is to bring together the right vendors and the right customers to drive sales through an exceptional multi-vendor platform - sellers have a place to gain visibility and sell their products, and the marketplace owner earns a commission from each sale.

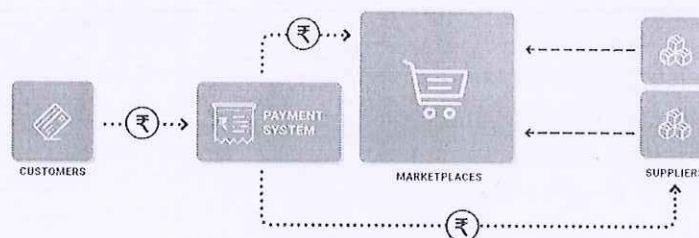


Figure: Schematic representation of marketplace model

To help businesses decide which model suits them best, we have taken a deep dive into some of the features of marketplaces that make them different from online stores, and that make them attractive for digital entrepreneurs and these are:

No Inventory: Marketplaces are large businesses that deal with many vendors, that provide their catalogue, and typically carry much more inventory than online stores. The catalogue



offered in marketplaces is held by external vendors so the investment in stock management is non-existing (hybrid marketplaces apart). As a result, marketplace owners only need to make sure that their vendors are adhering to quality regulations and guidelines.

More Customer Satisfaction: When operating an online store, there is so much to think about: inventory management, site management, customer service, marketing, sales, social media, content and so much more. In contrast, when running a marketplace, the main focus is simply to offer the best platform for the users: marketplace vendors, and the customers they sell to. In particular, for entrepreneurs that leverage a state-of-the-art marketplace SaaS solution to take care of the technology side of the marketplace, there is a whole lot less on their plate. This means they can truly focus on adding value for their users and optimising the marketplace to best meet their needs.

A Lean, Scalable Business Model: Marketplaces offer their owners surprisingly lean, scalable business models. Some of the world's biggest companies make great examples. Uber, for example, do not own their cars. Airbnb do not own the apartments, and Amazon do not own most of the goods and services they sell. While marketplaces need to sell a higher amount of goods, or services, to break even, the fact that focus is on the platform, and reaching consumers, means that economies of scale are easier to achieve.

Q.2 What pivoting is, when to pivot, and how to pivot effectively?

Ans: A pivot usually occurs when a company make a fundamental change to their business after determining (usually through market research) that their product isn't meeting the needs of their intended market.

As defined by a book called "The Lean Startup" a pivot is "A structured course correction designed to test a new fundamental hypothesis about the product, strategy, and engine of growth."

Companies tend to undergo more pivots in the early stages, as they are still getting to know their target market and it's needs. Companies will continue to pivot as these needs change or the company discovers new opportunities for the business.

How to Know if You Should Pivot

Because so many companies have pivoted and experienced massive success as a result, it's easy for naive founders to believe that pivoting is a magic pill that can cure any problem. In truth, however, pivoting should only be considered when absolutely necessary, and when all other options have been exhausted. To make sure you don't make a rash decision with your company, below are some signs to help you identify when pivoting makes the most sense:

1. Your Company is Always Playing Catch-Up
2. There's Too Much Competition
3. Your Company Has Hit a Plateau
4. One Thing Gets the Most Traction
5. There's Limited Response from Your Marketplace
6. Your Perspective Has Changed

Every startup experience considerable difficulties on the road to success, but you have to know the difference between an obstacle and an impossibility. In other words, when things get tough, ask yourself this question: "Can this problem be solved with more research, customer development, funding, etc.?" If the answer is "no", and you really can't think of a solution, regardless of how improbable it may be, then you should consider pivoting.

How to Pivot Effectively

Once you've decided to pivot your company, you must take into account the numerous factors that entail a successful pivot. Here are some tips to help ensure that you reduce the risks associated with pivoting and increase your chances of a lucrative outcome:

1. Do it as soon as you can



2. Pick new goals that align with your vision
3. Don't scrap that work you've already done
4. Listen to your customers
5. Make sure your pivot presents opportunities for growth

Q.3 Why trademark search is important & how to perform it for branding of your business?

Ans: Trademarks are what brands use in determining themselves and their distinct goods and services. Before you utilize a trademark, it is important to know whether the same or similar mark is already registered. If you infringe on someone else's trademark rights, you'll be in trouble with the authorities as you can get sued.

Why Trademark Search is Important

As mentioned earlier, your business will be at risk of being sued when it utilizes a trademark that has been registered already.

A trademark search that's effective and thorough identifies all the confusingly similar trademarks that are already registered to provide you with the opportunity in selecting a distinct trademark. This can help you save a lot of money on nonrefundable fees for trademark registration applications. You may even be saved thousands of dollars in the branding of your business!

How to Perform a Trademark Search

A trademark search can be done by checking direct name matches but it can- easily become complicated, which is why it is likely for you to seek help in conducting a thorough search of registries.

The purpose of the trademark search is to uncover the trademarks that are the same or like the one that you plan on using. The search will also involve you checking whether the same/similar trademarks are used in goods or services that are related to the ones that you are or plan on catering.

Trademark Database

Trademark registrations and registered trademarks are controlled in India by the Comptroller General of Patent Designs and Trademarks. An online trademark search database is available through the website of the Comptroller General of Patent Designs and Trademarks, and can be used by both professionals and non-professionals to do a trademark search. The trademark database contains all the trademarks applications submitted to the Trademark registrar in India including registered, applied, objected and expired trademarks. A trademark search of the trademark database will provide the user with valuable information relating the trademark search query.

Q.4 What are the most important customer acquisition metrics you should measure?

Ans: Looking at deals won VS closed might give you an idea if your sales strategy is successful or not, but it won't help you understand if you have a profitable business. Acquiring new customers is a top priority for businesses, especially B2Cs like eCommerce websites and trade companies. A fresh flow of leads every month signals that your brand is continuously growing its reach and attracting new customers. Luckily, there is a way to quantify things like customer satisfaction and loyalty. The nuances of customer retention and acquisition are represented by the following key metrics:

Customer Lifetime Value (CLV) or (LTV): The customer lifetime value (CLV) represents the value of a single customer from the moment they enter your business up to the time they leave your customer cycle. The CLV compares the value of your current target market vis-a-vis the cost of acquiring a new one. Knowing each customer's CLV can help you distinguish high-value clients from low-value clients, which comes in handy when you're launching customized marketing campaigns.



Customer Acquisition Cost (CAC): Utilizing a combination of tools and strategies to expand your market reach and acquire new customers can rack up a hefty bill if you're not careful. Instead of estimating how much you're spending on attracting new leads, you can use this metric to learn the actual numbers.

To calculate, divide all the costs spent on marketing and other lead generation efforts by the number of customers you acquired during the time period.

Average Revenue Per User (ARPU): It is the measure of revenue generated per user or unit. ARPU, a non-GAAP measure, allows management of a company as well as investors to refine their analysis of a company's revenue generation capability and growth at the per-customer level.



A

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B.Voc Program, 5th Semester,
End-Sem. Examination

Set A

Course Code: SES1502
Course Name: Marketing Management

Time: 2 Hours
Max. Marks: 50

Instruction:

1. SECTION-A: Answer all questions from section A. Each question carries 01 mark
2. SECTION-B: Answer all questions from section B. Each question carries 04 marks
3. SECTION-C: Answer all questions from section C. Each question carries 06 marks

Section-A

10x1 = 10 marks

1. Which one of the following is a key to build lasting relationships with consumers?

- | | |
|-------------------------|--------------------------|
| a) Price of the product | b) Customer satisfaction |
| c) Need Recognition | d) Quality of product |

2. Marketing is a process that creates, communicates and delivers.

- | | |
|--------------------------|---|
| a) Services to customers | b) Products to customers |
| c) Value to customers | d) Materialistic benefits to the customer |

3. If actual performance exceeds the expected performance of the product, then customer is

- | | |
|--------------|-----------------|
| a) Satisfied | b) Dissatisfied |
| c) Neutral | d) Delighted |

4. A blend of several promotional activities like sales promotion, personal selling etc is known as:

- | | |
|------------------|------------------|
| a) Marketing Mix | b) Promotion Mix |
| c) Promoting Mix | d) Sales Mix |

5. In SWOT, the letter 'O' stands for –

- | | |
|---------------------------------|----------------------------------|
| a) Omnipresent (product lines) | b) Obvious (Marketing responses) |
| c) Occurrence (of trade cycles) | d) None of the above |

6. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?

- | | |
|-----------------|-------------|
| a) Introduction | b) Decline |
| c) Growth | d) Maturity |

7. Dividing markets into group of customers with similar needs is called:

a) Segmenting

b) Positioning

c) Perceptual Mapping

d) Targetting

8. If we get data from a marketing research agency this data would be deemed as:

a) Primary data

b) Secondary data

c) Tertiary data

d) Raw data

9. The first step of personal selling is usually referred to as:

a) Suspecting

b) Advocacy

c) Prospecting

d) Perceiving

10. The primary methods of data collection are interview, _____ and _____.

a. Observation, internet

b. magazines, questionnaire

c. Questionnaire, observation

d. MR Agency, newspaper

Section-B

1. What do you mean by Marketing Management? Draw the diagram of a simple marketing system 04x04 = 16 Marks

2. Explain the following terms:

a) Personal Selling

b) Promotion Mix

3. Write a short note on Break Even Analysis with a diagram.

4. Differentiate between Qualitative & Quantitative methods of forecasting

Section-C

1. Explain the main steps involved in the process of Personal Selling. 04x06 = 24 marks

2. Give the differences between the concepts of Marketing and Selling.

3. What do you mean by Marketing Mix? Explain the 7 P's of marketing.

4. Which techniques are used for Market Research? Explain in brief.



Answers
A

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B.Voc Program, 5th Semester,
End-Sem. Examination

Answer Key

Set A

Course Code: SES1502

Course Name: Marketing Management

Time: 2 Hours

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b. magazines, questionnaire

c. **Questionnaire, observation**

d. MR Agency, newspaper

Section-B

04x04 = 16 Marks

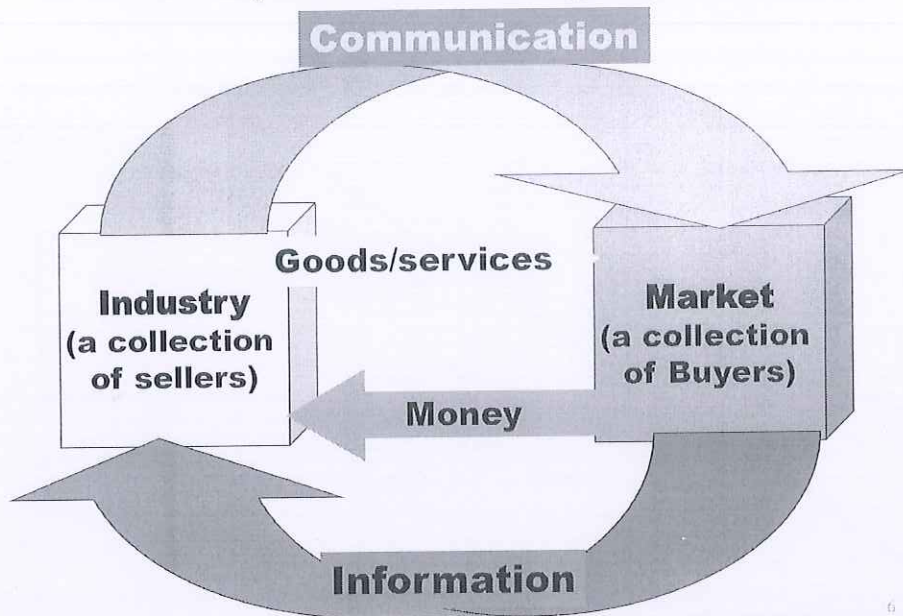
1. What do you mean by Marketing Management? Draw the diagram of a simple marketing system

Ans.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goals.

Marketing Management is the Art and Science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

Simple Marketing System



2. Explain the following terms:

a) Personal Selling

Personal selling can be defined as: direct person-to-person communication between sellers and potential customers, with the aim of persuading potential customers to purchase products.

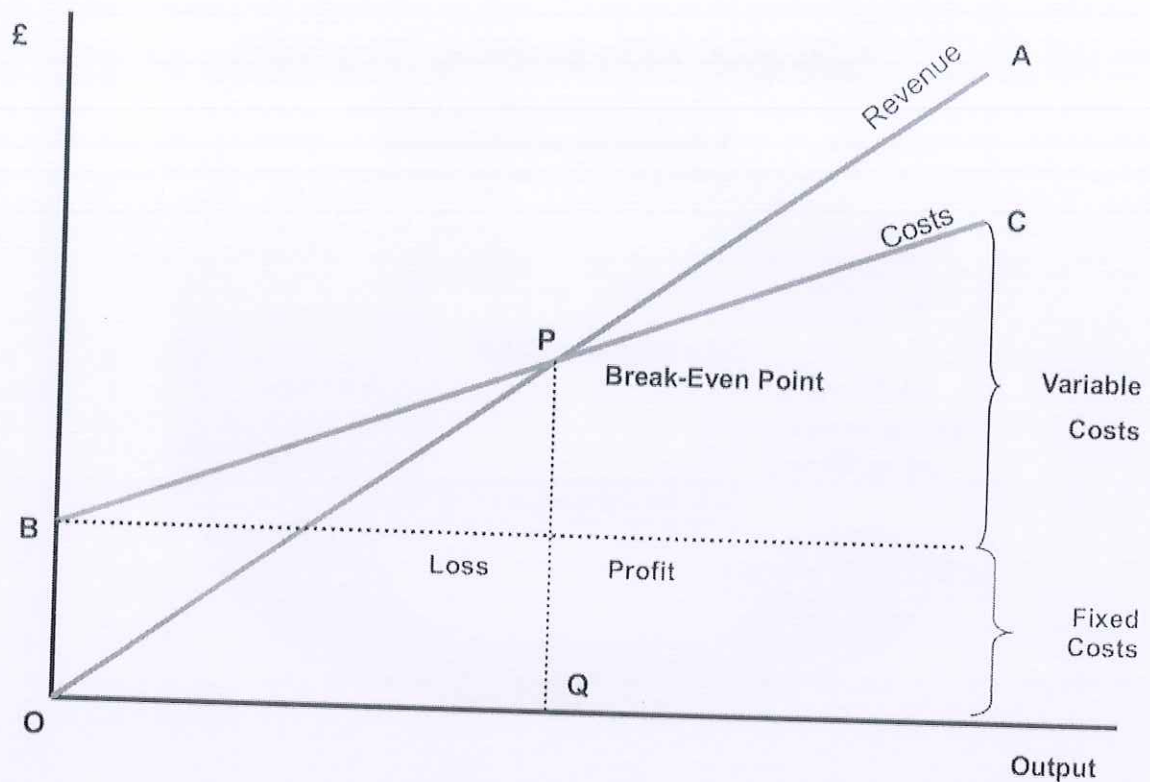
Personal selling often occurs face-to-face, however it can also take place through telephone conversations, online video conferencing or online text communication.

b) Promotion Mix:

The **Promotion Mix** is the blend of several promotional activities (Advertising, personal selling, sales promotion, public relations, direct marketing) used by business to create, maintain and increase the demand for a product.

3. Write a short note on Break Even Analysis with a diagram.

Ans. A break-even analysis is a useful tool for determining at what point your company, or a new product or service, will be profitable. Put another way, it's a financial calculation used to determine the number of products or services you need to sell to at least cover your costs. It's a no profit-no loss point.



4. Differentiate between Qualitative & Quantitative methods of forecasting

Section-C

04x06 = 24 marks

1. Explain the main steps involved in the process of Personal Selling.

Ans. There are many steps involved in the process of personal selling: prospecting, pre-approach, approach, sales presentation, handling objections, and follow up.

PROSPECTING

The first step of the personal selling process is called 'prospecting'. Prospecting refers to locating potential customers. There are many sources from which potential customers can be found: observation, social contacts, trade shows, commercially-available databases, commercially-available mail list and cold calling.

PRE-APPROACH

The pre-approach involves preparation for the sales presentation. This preparation involves research about the potential customers, such as market research. Research is useful in planning

the right sales presentation. During the pre-approach the salesperson may also plan and practice their sales presentation.

THE APPROACH

Approach means the meeting of the prospect in person by the salesman where he makes face to face contact with prospects to understand them better. During this stage the sales person takes a few minutes for "small talk" and get to know the potential customer. The goal of the approach is to determine the specific needs and wants of the individual customer, as well as allowing the potential customer to relax and open up

SALES PRESENTATION

The sales presentation involves the salesperson presenting the product or service, describing its qualities and possibly demonstrating features of the product. Ideally the sales presentation will be individualized to match the needs and desires of the potential customer.

HANDLING OBJECTIVES

In some cases, after receiving the sales presentation, the potential customer will have some questions or concerns. In order to secure a sale, the salesperson must address these questions or concerns; this step is referred to as 'handling objectives.'

CLOSING THE SALE

'Closing the sale' refers to finalizing the sale and persuading the potential customer to make the purchase. During the 'closing the sale' step, prices and payment options may be negotiated. The success in earlier stages will lead to the last stage of closing the sale and clinch the deal.

FOLLOW UP

The follow up involves the salesperson contacting the customer after the sale to ensure that the customer is satisfied. If the customer has any existing issues with the product, the salesperson will address them.

2. Give the differences between the concepts of Marketing and Selling.

Ans.) The differences between Marketing and Selling are as follows:

S.No	Marketing	Selling
1.	It includes selling & various other activities like promotion, after-sales etc	1. It is confined to persuasion of consumers to buy firm's goods and services.
2.	Planning is long-term oriented	2. Planning is short-term oriented.
3.	It is concerned with customer satisfaction.	3. It is concerned with profit maximization.
4.	Innovation is there in every sphere, for providing better value with technology.	4. It stays with existing technology, while reducing
5.	It views customers as very beginning link in business.	5. It views customers as the last link in business.
6.	It stresses on the needs of customers.	6. It stresses on the needs of sellers.
7.	It starts with customers & ends with customers.	7. It starts with sellers and ends with sellers.
8.	Examples- Dell Computers, Automobiles	8. Examples- Insurance & Online Companies

3. What do you mean by Marketing Mix? Explain the 7 P's of marketing.

Ans. Marketing Mix basically is combination of various elements, which in their totality, constitute marketing system of firm. According to Philip Kotler "Marketing Mix is the set of controllable variables that the firm can use to influence the buyer's response".

The constituents of marketing mix are said as marketing mix elements. Elements are also referred as decision variables.

1. Product: The product is the item that is offered for sale. It is tangible in nature. Every product is made at a cost and is sold at a price.

2. Price: The *price* is what the customer pays. The benefits of the product have to be great enough to warrant the price. Price includes all costs associated with the product, service, or program.

3. Place: The *place* is where the customer receives the product, service, or program. The place of delivery. The organization must determine how much the target market is willing to pay for atmosphere and physical resources of place

4. Promotion: It includes all forms of communication you use to communicate the benefits of your offering to the target market(s). The objective is to persuade the customer in such a way that he or she recognizes that your offering is uniquely qualified to meet his or her needs.

5. People: It includes the people involved in the organization and the marketing team. It may include the people involved with training, personal selling and customer service.

6. Process: Process refers to how the work is done, right from the initial stage till the final stage. The process essentially have inputs, throughputs and outputs (or outcomes) as their key ingredients.

7. Physical Evidence: It refers to the physical or material things that may be present with the organization to give a look and feel to the customers entering and exiting it. The physical evidence may include: Packaging, Internet/web pages, Paperwork (such as invoices, tickets and dispatch notes), Brochures etc.

4. Which techniques are used for Market Research? Explain in brief.

Ans. The techniques of Market Research are as follows:

1. Survey Method

Market survey is one of the most widely used MR techniques. It is just one method of collecting the marketing information required for carrying out a given marketing research task.

It is used if the required data is not available from the company's internal records and from external published resources. It amounts to original field research work for the purpose of collecting primary data. There are two types of market survey -the census survey and the sample survey.

2. Observation Method:

The observer does not question or communicate with the people being observed. Information may be recorded as the events occur or from records of past events. Observational method can either be structured or unstructured, direct or indirect. Moreover, it can be conducted in a natural or contrived environment.

3. Distributor or Store Audits:

These are carried out by distributors as well as manufacturers through their salesmen at regular intervals. Distributors get the retail stores audited through salesmen and use such information to estimate market size, market share, and seasonal purchasing pattern and so on.

4. Warranty Cards:

A warranty card is a postal sized card, which is placed inside the package of a product, containing a set of questions, along with a request to the consumer to fill it up and post it back to the dealer, usually, warranty cards are used in case of consumer durables to gather information regarding the products.

5. Panels/Consumer Panels:

This form of data collection method is widely used for syndicated research. A panel is a group of study units (households, retail stores, organisations) that exist overtime and from which data is collected on a regular interval of time. For instance, members of a consumer panel might maintain purchase diaries in which consumers record every purchase in a particular product class.

6. Content Analysis:

Content analysis includes analysing the content of documentary materials such as books, magazines, newspapers and the contents of all other verbal materials, which can be either spoken or printed. The analysis of content is a central activity whenever one is concerned with the study of the nature of the verbal materials.



B

BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills

Session: 2020-21 (Summer Semester)

B.Voc Program, 5th Semester,

End-Sem. Examination

Course Code: SES1502

Course Name: Marketing Management

Instruction:

Set B

Time: 2 Hours

Max. Marks: 50

1. SECTION-A: Answer all questions from section A. Each question carries 01 mark
2. SECTION-B: Answer all questions from section B. Each question carries 04 marks
3. SECTION-C: Answer all questions from section C. Each question carries 06 marks

Section-A

10x1 = 10 marks

1 The Marketing Mix relates to the following 4 P's:

- | | |
|-------------------------------------|-------------------------------------|
| a) Product, People, Place Promotion | b) Product, Promotion, Price, Place |
| c) People, Process, Product, Place | d) Promotion, Produce, Place, Price |

2 The extended P's of Service Marketing are:

- | | |
|---------------------------------------|---|
| a) People, Product, Place | b) Price Physical Evidence, Promotion |
| c) Physical Evidence, Process, People | d) Product, Process, Physical Environment |

3. If the focus is on 'social and ethical concerns in marketing', it is characteristic of the _____ function.

- | | |
|---------------|-----------------------|
| a) Production | b) Sales |
| c) Marketing | d) Societal marketing |

4. The company's promotional strategy can depend upon the following 2 strategies:

- | | |
|-------------------------|-----------------|
| a) Give or Take | b) Push or Pull |
| c) Strength or Weakness | d) LIFO or FIFO |

5. It is the job of _____ to produce insight into the customer's attitude and buying behavior.

- | | |
|-------------------------|----------------------|
| a) Marketing Researcher | b) Marketing Planner |
| c) Marketing Personnel | d) None of the above |

6. Marketing research helps the firm acquire a better understanding of the consumers':

- | | |
|-----------------------------|---------------------|
| a) Their needs | b) The competition |
| c) The share of competitors | d) All of the above |

7. Which of the following is not a type of Marketing Concept?

- | | |
|-------------------------------|---------------------|
| a) Production Concept | b) Selling Concept |
| c) Societal Marketing Concept | d) Supplier Concept |

8. If we get data from a marketing research agency this data would be deemed as:

- a) Primary data
- b) Secondary data
- c) Tertiary data
- d) Raw data

9. The last step of personal selling is usually referred to as:

- a) Prospecting
- b) Suspecting
- c) Follow-up
- d) Handling Objectives

10. Delphi is used for:

- a) Segmenting
- b) Positioning
- c) Targetting
- d) Sales Forecasting

Section-B

04x04 = 16 Marks

1. Explain any three Marketing Concepts of the Philosophy of Marketing.

2. Explain the following with examples:-

- a) Primary Research:
- b) Secondary Research

3. What are the qualities of a good salesman?

4 Explain the following terms:

- a) Segmentation
- b) Positioning

Section-C

04x06 = 24 marks

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Answers
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BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.:

School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
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Answer key

Course Code: SES1502
Course Name: Marketing Management
Instruction:

Set B
Time: 2 Hours
Max. Marks: 50

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Section-A

10x1 = 10 marks

Q.1) The Marketing Mix relates to the following 4 P's:

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- d) Sales Forecasting

Section-B

04x04 = 16 Marks

1. Explain any three Marketing Concepts of the Philosophy of Marketing.

Ans.) The three concepts as the Philosophy of Marketing are as follows:

1. Selling Concept

A. Selling concept evolved out of the failure of the product and production concept.

B. It is based on the idea that people will buy more goods and services if aggressive selling methods are used.

C. It believes that people ordinarily will not buy the organization's product unless they are persuaded to buy.

2. Marketing Concept

Consumer-catered, sense & response philosophy.

The job is to find right products for your customers.

The key is to achieve organizational goals, consists of the company being more effective than competitors in creating, delivering & communicating superior customer value to its chosen target marketers.

3. Societal marketing:

It implies generating customer satisfaction and long-run societal well-being are the keys to both achieving the company's goals and fulfilling its responsibilities. Marketing for the social upliftment is what we mean by societal marketing. For ex- Azim Premji Foundation as an example of the CSR activity by the Wipro company.

2. Explain the following with examples:-

A. Primary Research:

Ans. Primary research is original information gathered for a specific purpose.

Primary research can be as simple as asking customers or suppliers how they feel about a business, or as complex as surveys conducted by professional marketing research firms.

Examples of primary research are:

Direct-mail questionnaires

On-line or telephone surveys

Experiments

Panel studies

Test marketing

Behavior observation

B. Secondary Research

Ans.) Secondary research is information that already exists somewhere. Secondary research is faster and less expensive than primary research.

Many sources of secondary research material are available. It can be found in:

Libraries, Newspapers, Journals, Articles, Internet, Directory available at any public library,

Trade and general business publications and newspapers

Trade associations and government agencies are rich sources of information.

Ans.3 The qualities of a good salesman are as follows:

1. Ability to Listen

A good salesperson needs to satisfy a client's needs. The only way to find out what those are is by listening to what each prospect is saying. The best salespeople aren't always talking.

2. Empathy

A good salesperson knows how to feel what their customers feel. By getting inside a prospect's skin, they know just how to sell a product or service. Empathy is a great way to anticipate what a customer wants.

Empathetic salespeople listen intently to what actually affects people, and then provide them with the freedom to express their thoughts and concerns.

3. Passionate

When a sales representative loves their company, it shows in their pitch. That's why the most successful salespeople are the best cheerleaders for their small businesses at the same time.

Being passionate about your job means more than just working to meet a quota.

Truly passionate salespeople work towards higher goals, like personal excellence and building long-lasting relationships.

4. Competitiveness

Salespeople who succeed enjoy measuring their skills against their peers. In a word, they're competitive. They don't just want to get better at what they do. They want to be better than everyone else.

5. Networking Ability

Good salespeople love to network. They get involved in their community and have many different business relationships. Networking is not so much a part of the job to them but the way they like to spend their time

6. Confidence

Believing in the product or service they are selling is essential. That comes across as a confidence that's infectious and makes customers want to buy more.

Q.4) Explain the following terms:

a) Segmentation:

Segmentation refers to the process of dividing your audience into smaller groups based on certain characteristics. This process allows you to group your individual audience members into similar groups so you can better communicate your products, features, and benefits that may be most relevant to them.

b) Positioning:

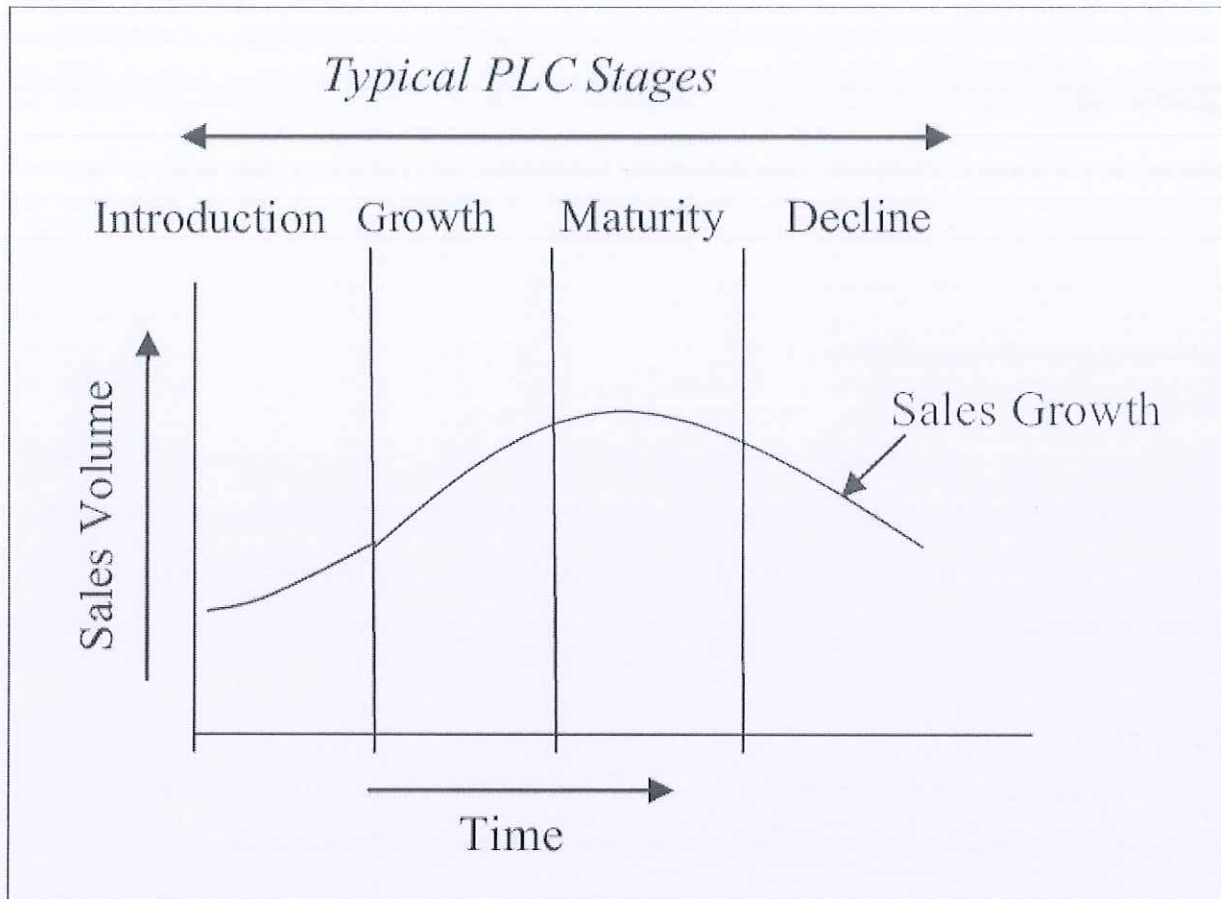
Positioning defines where your product (item or service) stands in relation to others offering similar products and services in the marketplace as well as the mind of the consumer.

A good positioning makes a product unique and makes the users consider using it as a distinct benefit to them. A good position gives the product a USP (Unique selling proposition).

Section-C

04x06 = 24 marks

1. Explain the stages of Product Life Cycle in brief, with the help of a diagram.



Development Stage

The product development stage is often referred to as “the valley of death.” At this stage, costs are accumulating with no corresponding revenue.

Some products require years and large capital investment to develop and then test their effectiveness.

Since risk is high, outside funding sources are limited.

Introduction Stage:

The product introduction stage is also called “market pioneering stage” This stage requires huge investment

The sales revenue may begin to grow along with the market demand but the rate of growth is slow

Profits may not be available due to low sales volume supplemented by heavy production and distribution costs. Advertisement expenditure is also heavy.

Growth Stage

In this stage, product is accepted by the consumers

The market demand increases and the size of market grows Sales increase and so do the profits

Firm may adopt various sales promotional techniques at consumer level, dealer level and sales force level Advertisement is done on a large scale.

Maturity Stage

In this stage, sales turnover reach the highest level Demand reaches saturation point

There is intense competition and lot of pressure on pricing

Profit margin may reduce

Additional expenditure may be incurred for product modification and improvement

Generally the demand at this stage is stable

Special sales promotional measures may be adopted to stimulate demand Reminder advertisement may be done at this stage

Decline Stage

During this stage, the sales gradually come down. This happens generally because of competitors products being introduced in the market or change in technology etc.

The product no longer gets support in the market The firm has to further drop the prices Expenditure on advertisement is almost negligible

Consumers feel that the existing product is not as per their wants

2. Give the differences between the concepts of Marketing and Selling.

Ans.) The differences between Marketing and Selling are as follows:

S.No	Marketing	Selling
1.	It includes selling & various other activities	1. It is confined to persuasion of consumers to

	like promotion, after-sales etc	buy firm's goods and services.
2.	Planning is long-term oriented	2. Planning is short-term oriented.
3.	It is concerned with customer satisfaction.	3. It is concerned with profit maximization.
4.	Innovation is there in every sphere, for providing better value with technology.	4. It stays with existing technology, while reducing
5.	It views customers as very beginning link in business.	5. It views customers as the last link in business.
6.	It stresses on the needs of customers.	6. It stresses on the needs of sellers.
7.	It starts with customers & ends with customers.	7. It starts with sellers and ends with sellers.
8.	Examples- Dell Computers, Automobiles	8. Examples- Insurance & Online Companies

3. What factors must the management consider in determining the promotion mix?

Ans. The management must consider the following factors in determining the promotion mix:

1. Nature of Product:

The different type of product requires different promotional tools. Such as, for the industrial products viz. Machinery, equipment or land personal selling is more appropriate as a great deal of pre-sale and after-sale services is required to sell and install such products. On the other hand, advertising and publicity are more suitable for the consumer goods, especially the convenience goods.

2. Nature of Market:

The number and location of customers greatly influence the promotion mix. In case the group of potential customers is small and are concentrated in a particular locality, then personal selling is more likely to be effective. Whereas, if the customer base is large and widespread, then the blend of advertising, personal selling, and the sales promotion is required to sell the product.

3. Stage of Product's Life:

The promotion mix changes as the product moves along its life cycle. During the introduction stage, the principal objective of the promotion is to create the primary demand by emphasizing the product's features, utility, etc. therefore, the blend of advertising and publicity is required. And finally, during the decline stage the expenses on other promotional activities are cut, and more emphasis is laid on sales promotion with the intent to push up the declining sales.

4. Availability of Funds:

The marketing budget also decides the promotion mix. If the funds available for the promotion are large, then the blend of promotional tools can be used, whereas in the case the funds are limited then the management must choose the promotional tool wisely.

5. Nature of Technique:

Each element of the promotional mix has unique features that significantly influences the purpose of promotion. Such as, the advertising is an impersonal mode of communication that reaches a large group of customers. Its expression can be amplified with the use of colors and sound that helps in developing the long lasting brand image in the minds of the customer.

6. Promotional Strategy:

The promotion mix largely depends on the company's promotional strategy, i.e. whether it accepts the Push Strategy or a Pull Strategy. In a Push strategy, the manufacturer forces the dealers to carry the product and promote it to the customer, i.e. convince the potential buyers to buy it. Here, personal selling and trade promotion are likely to be more effective.

4. What objectives should be kept in mind while determining pricing policies & strategies?

Ans. The objectives are as follows:-

1. Profits-related Objectives:

Profit has remained a dominant objective of business activities.

Company's pricing policies and strategies are aimed at following profits-related objectives:

i. Maximum Current Profit:

One of the objectives of pricing is to maximize current profits. This objective is aimed at making as much money as possible. Company tries to set its price in a way that more current profits can be earned.

ii. Target Return on Investment:

Most companies want to earn reasonable rate of return on investment.

Target return may be

1. Fixed Percentage of sales.
2. Return on Investment
3. A fixed rupee amount.

ii. Sales Related Objectives

i. Sales Growth:

Company's objective is to increase sales volume. It sets its price in such a way that more and more sales can be achieved.

ii. Target Market Share:

A company aims its pricing policies at achieving or maintaining the target market share. Pricing decisions are taken in such a manner that enables the company to achieve targeted market share.

3. Competition-related Objectives:

i. To Face Competition:

Company sets and modifies its pricing policies so as to respond the competitors

ii. To Keep Competitors Away:

To prevent the entry of competitors can be one of the main objectives of pricing.

4. Customer-related Objectives:

i. To Win Confidence of Customers:

Customers are the target to serve. Company sets and practices its pricing policies to win the confidence of the target market.

ii. To Satisfy Customers:

To satisfy customers is the prime objective of the entire range of marketing efforts. And, pricing is no exception. Company sets, adjusts, and readjusts its pricing to satisfy its target customers.



School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B. Voc. Program Fifth Semester,
End-Sem. Examination

A

Course Code: SES1503

Set-A

Time: 2 Hours

Course Name: Legal and Taxation Aspects of Business

Max. Marks: 50

All questions are compulsory.

Section – A

10X01 = 10 Marks

Answer the following objective type questions, each question carries 01 mark.

Q1. Which act was replaced with the introduction of the Competition Act 2002 ?

- (a) FERA (b) MRTP
(c) POTA (d) All of above

Q2. The official signature of a company is called:

- (a) Prospectus (b) Debentures
(c) Shares (d) Common seal

Q3. The word limited should appear after the name of

- (a) Partnership (b) Statutory company
(c) Registered company (d) Chartered company

Q4. The companies are regulated under .

- (a) Companies Act, 1596 (b) Companies Act, 1957
(c) Indian Partnership Act, 1932 (d) Companies Act, 2013

Q5. Partnership is managed by

- (a) Shareholders (b) Board of Directors (c) Partner (d) Both(a)&(b)

Q6. For a valid contract there must be at least

- (a) four parties. (b) six parties. (c) three parties. (d) two parties.

Q7. A makes a contract with B to act in a movie directed by B. This is an example of

- (a) valid contract. (b) illegal agreement.
(c) voidable contract. (d) unenforceable contract

Q8. All Quazi Contracts are

- (a) Void- ab- initio (b) Valid (c) Contingent (d) Enforceable

Q9. Corporate tax is a.....

- (a) Professional tax (b) Services Tax
(c) Direct tax (d) Indirect tax

Q10 Goods and Services Tax has replaced.

- (a) Property tax (b) VAT (c) Corporation tax (d) All of above



Section – B

04X04 = 16 Marks

Answer the following short answer type questions, each question carries 04 marks.

Q1. Write a brief note on right to protect consumers as a class, under Consumer Protection Act 2019.

Q2. What is Share capital?

Q3. Why was GST implemented in India.

Q4. What is Articles of Association.

Section – C

04X06 = 24 Marks

Answer the following long type questions, each question carries 06 marks.

Q.1 What is the difference between MOA and AOA.

Q.2. Write a brief note Direct Taxes in India.

Q.3. Write about position minor as per Indian Contract Act.

Q.4. Briefly explain the Consumer Protection Act 2019.



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Ans Keys
A

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All questions are compulsory.

Answer key

Section – A

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- (a) Property tax (b) **VAT** (c) Corporation tax (d) All of above



Answer the following short answer type questions, each question carries 04 marks.

Q1. Write a brief note on right to protect consumers as a class, under Consumer Protection Act 2019.

Ans. Right to protect consumers as a class

If you have a complaint that relates to violation of consumer rights or unfair trade practices or misleading advertisements that are prejudicial to the interests of consumers as a class, you can do two things. Forward the complaint in writing or in electronic mode to district collector or the commissioner of regional office or the Central Consumer Protection Authority (CCPA) for class action.

Q2. What is Share capital?

Ans. Share capital is the money a company raises by issuing common or preferred stock. The amount of share capital or equity financing a company has can change over time with additional public offerings.

The term share capital can mean slightly different things depending on the context. Accountants have a much narrower definition and their definition rules on the balance sheets of public companies. It means the total amount raised by the company in sales of shares.

Q3. Why was GST implemented in India.

Ans. : The Goods and Services Tax (GST) was rolled out on July 1, 2017, to simplify the existing tax regime, widen the tax base, and increase the government's tax revenues. It was implemented with a hope that it would eliminate the system of double taxation that was in place earlier. It helped in:

1. Easier Compliance
2. Businesses Pay Less Tax under GST
3. More Businesses are Tax Exempt
4. One nation One Taxation

Q4. What is Articles of Association.

Ans. Articles of association form a document that specifies the regulations for a company's operations and defines the company's purpose. The document lays out how tasks are to be accomplished within the organization, including the process for appointing directors and the handling of financial records. Articles of association often identify the manner in which a company will issue shares, pay dividends, audit financial records, and provide voting rights. This set of rules can be considered a user's manual for the company because it outlines the methodology for accomplishing the day-to-day tasks that must be completed.

Section – C

04X06 = 24 Marks

Answer the following long type questions, each question carries 06 marks.

Q.1 What is the difference between MOA and AOA.

Ans. The difference between article of association and memorandum of association, the following points matter the most.

- 1) The first difference between MOA and AOA while the MOA (Memorandum of Association) describes the powers and objects of the company, the AOA (Article of Association) defines its rules.
- 2) The MOA is subordinate to the Companies Act, and the AOA (Articles of Association) is subordinate to the memorandum.
- 3) The memorandum cannot be amended retrospectively while an AOA (Article of Association) may be changed.



on attaining majority rely on ratification of the contract made by him during his minority. The reason is that ratification relates back to the past when the person was still a minor thus, a contract that was void cannot be made legitimate subsequently. If it is necessary, a new contract can be made after attainment of the age of majority with a fresh consideration. Further, a minor's agreement cannot be called for specific performance as it would result in performing a void agreement. However, a minor will be held liable only for the claim of necessities.

The Effects Of Minor's Agreement are:

A minor's agreement is considered void thus, there should be no duty to perform any part of the contract from either party and the effects of the same are also void. But suppose that a minor by misrepresenting his age to mislead another to contract with him, will there be any estoppel against him.

1. No estoppel against minor.
2. Doctrine of Restitution
3. No liability in tort arising out of contract

Q.4. Briefly explain the Consumer Protection Act 2019.

Ans. The Digital Age has ushered in a new era of commerce and digital branding, as well as a new set of customer expectations. Digitisation has provided easy access, a large variety of choice, convenient payment mechanisms, improved services and shopping as per convenience. However, along the growth path it also brought in challenges related to consumer protection.

Keeping this in mind and to address the new set of challenges faced by consumers in the digital age, the Indian Parliament, on 6 August 2019, passed the landmark Consumer Protection Bill, 2019 which aims to provide the timely and effective administration and settlement of consumer disputes. The Consumer Protection Act, 2019 (New Act) received the assent of the President of India and was published in the official gazette on 9 August 2019. The New Act will come into force on such date as the Central Government may so notify. The New Act seeks to replace the more than 3 (three) decades old Consumer Protection Act, 1986 (Act).

Some of the Key Highlights of the New Act:

- Covers E-Commerce Transactions
- Enhancement of Pecuniary Jurisdiction
- E-Filing of Complaints
- Establishment of Central Consumer Protection Authority
- The CCPA has been granted wide powers to take suo-moto actions, recall products, order reimbursement of the price of goods/services, cancel licenses and file class action suits, if a consumer complaint affects more than 1 (one) individual.
- Product Liability & Penal Consequences
- Unfair Trade Practices
- Penalties for Misleading Advertisement
- The New Act fixes liability on endorsers



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- 4) The main difference between memorandum of association and article of association is that the memorandum includes six clauses while an article may be drafted as per the company's need.
- 5) The MOA is mandatory for all companies while a public share company can use Table A in place of an AOA (Article of Association).
- 6) An alteration may be made in an MOA only after passing Special Resolution in Annual General Meeting after obtaining prior approval from the Central Government while changes in an AOA may be made by passing Special Resolution (SR) at Annual General Meeting (AGM).

Q.2. Write a brief note Direct Taxes in India.

Ans. Direct taxes, usually levied on a person's income are paid directly by taxpayers or an organization to tax authorities of the Government of India. The person or the organization in question cannot transfer this type of tax to another person or entity for payment. Some of the examples of direct tax include income tax and corporate tax.

Types of Direct Taxes in India

The various types of direct taxes levied on citizens by the Government Of India are as follows:

1) Corporate Tax

Under the Indian Income Tax Act, 1961, both Indian as well as foreign organizations are liable to pay taxes to the government. The corporate tax is levied on the net profit of domestic firms. Also, foreign corporations whose profits appear or are deemed to emerge through their operations in India are also liable to pay taxes to the Government of India. The income of a company, be it in the form of dividends, interest and royalties, is also taxable.

Minimum Alternative Tax (MAT):

Fringe Benefits Tax (FBT): The FBT tax is imposed on the fringe benefits like drivers and maids provided/paid for by companies to their employees.

Dividend Distribution Tax (DDT): An amount that is declared, distributed or paid as dividend to the shareholders by a domestic company is taxed under the Dividend Distribution Tax. It is applicable to domestic companies only. Foreign companies distributing dividends in India do not pay this tax (such dividends are taxable in the hands of the shareholder).

Securities Transaction Tax (STT): The SST is imposed on the income which the companies get through taxable securities transactions. This tax is free of any surcharge.

2) Income Tax

Income tax is perhaps the most well known direct tax imposed by the government on annual income generated by businesses and individuals. The income tax on income generated by the business houses is known as Corporate Tax. Income tax is calculated as per the provisions of Income Tax Act, 1961 and is directly paid to the central government on an annual basis. The income tax rate depends on the net taxable income or the tax bracket. Income tax may be deducted in the form of TDS (tax deducted at source) in case of salaried employees. However, in case of self-employed individuals, the tax is payable on the basis of declared income as per their Income Tax Return submission. ITR is basically a statement of income and the tax liability (on the basis of income declared) which is submitted to the Income Tax Department in the prescribed format.

Q.3. Write about position minor as per Indian Contract Act.

Ans. The position of minor under the Indian Contract Act, 1872 is to be concluded as that a minor cannot enter into a contract and the same would be void ab initio. The minor cannot



School of Entrepreneurship Skills

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B. Voc. Program Fifth Semester,

End-Sem. Examination

Course Code: SES1503

Set B

Time: 2 Hours

Course Name: Legal and Taxation Aspects of Business

Max. Marks: 50

All questions are compulsory.

Section – A

10X01 = 10 Marks

Answer the following objective type questions, each question carries 01 mark.

Q1. A _____ partnership is a special form of partnership in which all partners are limited partners, and there are no general partners.

- (a) special (b) licensed limited
(c) Limited liability (d) limited

Q2. Which of the following is not a stage of the development of company?

- (a) Promotion (b) Production
(c) Incorporation (d) Commencement of Business

Q3. Which of the following company is incorporated in a country outside India?

- (a) Private Company (b) Foreign Companies
(c) Government Company (d) None of the above

Q4. The companies are regulated under .

- (a) Companies Act, 1596 (b) Companies Act, 1957
(c) Indian Partnership Act, 1932 (d) Companies Act, 2013

Q5. Company is managed by

- (a) Shareholders (b) Board of Directors (c) Karta (d) Both(a)&(b)

Q6. An agreement consists of reciprocal promises between at least

- (a) four parties. (b) six parties. (c) three parties. (d) two parties.

Q7. A makes a contract with B to murder his business competitor. This is an example of

- (a) valid contract. (b) illegal agreement.
(c) voidable contract. (d) unenforceable contract

Q8. All illegal agreements are

- (a) Void- ab- initio (b) Valid (c) Contingent (d) Enforceable

Q9. Income tax is a.....

- (a) Professional tax (b) Services Tax
(c) Direct tax (d) Indirect tax

Q10 Which of the following tax will be abolished by the Goods and Services Tax.

- (a) Property tax (b) VAT (c) Corporation tax (d) All of above



Section – B

04X04 = 16 Marks

Answer the following short answer type questions, each question carries 04 marks.

- Q1. Write a brief note on Limited Liability Partnership,
- Q2. Briefly describe the rights of consumer under Consumer Protection Act 2019.
- Q3. Why was Competition Act implemented in India.
- Q4. What is MoA?

Section – C

04X06 = 24 Marks

Answer the following long type questions, each question carries 06 marks.

- Q.1 What is meant by Capacity to Contact?
- Q.2. Write a brief note on GST in India?
- Q.3. Write and explain the types of share capital.
- Q.4. What is the difference between Direct and indirect tax in India.



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Ans Key
⑧

Course Code: SES1503

Time: 2 Hours

Course Name: Legal and Taxation Aspects of Business

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Answer Key

Section – A

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Section – B

04X04 = 16 Marks

Answer the following short answer type questions, each question carries 04 marks.

Q1. Write a brief note on Limited Liability Partnership,

Ans. Limited liability partnerships (LLPs) allow for a partnership structure where each partner's liabilities is limited to the amount they put into the business. Having business partners means spreading the risk, leveraging individual skills and expertise, and establishing a division of labor. Limited liability means that if the partnership fails, creditors cannot go after a partner's personal assets or income. LLPs are common in professional business like law firms, accounting firms, and wealth managers.

Q2. Briefly describe the rights of consumer under Consumer Protection Act 2019.

Ans. Six consumer rights have been defined in the Bill, including the right to: (i) be protected against marketing of goods and services which are hazardous to life and property; (ii) be informed of the quality, quantity, potency, purity, standard and price of goods or services; (iii) be assured of access to a variety of goods or services at competitive prices; and (iv) seek redressal against unfair or restrictive trade practices.

Q3. Why was Competition Act implemented in India.

Ans. The main objectives of the Competition Act, 2002 are: to provide the framework for the establishment of the Competition Commission. to prevent monopolies and to promote competition in the market. to protect the freedom of trade for the participating individuals and entities in the market.

Q4. What is MoA?

Ans. The memorandum of association of a company is an important corporate document in India. It is often simply referred to as the memorandum. In the India, it has to be filed with the Registrar of Companies during the process of incorporating a company.

It is the document that regulates the company's external affairs, and complements the articles of association which cover the company's internal constitution. It contains the fundamental conditions under which the company is allowed to operate.

Section – C

04X06 = 24 Marks

Answer the following long type questions, each question carries 06 marks.

Q.1 What is meant by Capacity to Contact?

Ans. Capacity to contract means the legal ability of a person to enter into a valid contract.

Section 11 of the Indian Contract Act specifies that every person is competent to contract who

(a) is of the age of majority according to the law to which he is subject and

(b) is of sound mind and

(c) is not otherwise disqualified from contracting by any law to which he is subject.

1. Contract with Minor



The law protects the minors against their own inexperience and the possible improper designs of those who are experienced. The Contract Act states that, only a person who is major can enter into contract. As per Section 3 of the Indian Majority act, 1875, a minor is a person who is under 18 years of age. An agreement with minor is void and cannot be ratified by him/her until he/she attains majority. However, a minor can be promise or beneficiary under a contract and can enter into special types of contracts for necessities of life. The case of Mohiri Bibi vs. Dharmdas Ghose

2. Soundness of Mind

As per section 12 of the Contract Act, An individual is of sound mind to make a contract if the individual is capable of understanding the terms of the contract at the time of its creation and is capable of making rational judgements in his/her interests.

3. Individuals disqualified by law

As per the contract Act, the following are said to disqualify from entering into any contract:-

(a). Alien Enemy- Any Individual is not a citizen of India is termed to be Alien and cannot enter into any contract.

(b). Foreign Sovereign

(c). Corporations- Any company is a different entity (artificial person) created by law. To enter into any contract it can enter via its board of directors.

(d). Convicts-Individual are sentence by the law for imprisonment cannot enter into any contract as per the Act during the imprisonment period. He can enter into contract once his punishment completes with the sentence expiration.

(e). Insolvents- Insolvents cannot enter into contract until the court passes an order for Discharge.

(f). Pardanashin Women

Q.2. Write a brief note on GST in India?

Ans. Goods and Services Tax (GST) is an indirect tax (or consumption tax) used in India on the supply of goods and services. It is a comprehensive, multistage, destination-based tax: comprehensive because it has subsumed almost all the indirect taxes except a few state taxes. Multi-staged as it is, the GST is imposed at every step in the production process, but is meant to be refunded to all parties in the various stages of production other than the final consumer and as a destination-based tax, it is collected from point of consumption and not point of origin like previous taxes.

Goods and services are divided into five different tax slabs for collection of tax - 0%, 5%, 12%, 18% and 28%. However, petroleum products, alcoholic drinks, and electricity are not taxed under GST and instead are taxed separately by the individual state governments, as per the previous tax system.

The tax came into effect from 1 July 2017 through the implementation of the One Hundred and First Amendment of the Constitution of India by the Indian government. The GST replaced existing multiple taxes levied by the central and state governments.



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The tax rates, rules and regulations are governed by the GST Council which consists of the finance ministers of the central government and all the states. The GST is meant to replace a slew of indirect taxes with a federated tax and is therefore expected to reshape the country's 2.4 trillion dollar economy, but its implementation has received criticism. Positive outcomes of the GST includes the travel time in interstate movement, which dropped by 20%, because of disbanding of interstate check posts.

Q.3. Write and explain the types of share capital.

Ans. 1. Authorised/Nominal/Registered Capital:

At the time of registration of a company, the Memorandum of Association mentions the amount of capital a company is authorised to raise from the public by selling shares which is known as Authorised Capital or Normal Capital or Registered Capital.

It is the maximum amount of share capital that a company can issue. In the case of a limited company, the Memorandum shall contain the amount of Capital by which a company is proposed to be registered and the division thereof into shares of fixed amount. In short, it is the maximum amount of capital which a company will have during its lifetime—unless it is increased.

2. Issued Capital:

Generally, a part of the authorised capital is issued to the public for subscription which is known as issued capital, i.e., it is the nominal value of the shares which are offered to the public for subscription. Usually, a company does not issue all its capital at a time, i.e., issued capital is less than the authorised capital. If all shares are issued, issued capital and authorised capital will be the same.

3. Subscribed Capital:

A part of the issued capital which is subscribed by the public is known as subscribed capital. It does not necessarily mean that all the shares which have been issued will be taken over by the public.

In other words, the share capital of the number of shares which are taken over by the public is called subscribed capital, i.e., the portion of issued share capital which is paid/subscribed by the shareholder is known as subscribed capital.

4. Called-Up Capital:

Generally, the shareholders pay the price of the shares by installments, viz., application, allotment, First call, Final call etc. Therefore, the portion of the face value of the shares which the shareholders are called upon to pay or the company has demanded to pay is called Called-up capital.

5. Uncalled Capital:

The unpaid portion of the subscribed capital is called Uncalled Capital. In other words, it is the remainder of the issued Capital which has not been called. However, the company may call this amount at any time but that must be subject to the terms of issue of shares.

6. Paid Up Capital:

The amount actually paid by the shareholders is known as Paid-up Capital.

7. Reserve Capital:

According to Sec. 99 of the Companies Act, 1956, Reserve Capital is that part of uncalled capital of a company which can be called only in the event of its winding-up. A limited company



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may, by special resolution, determine that any portion of its share capital which has not been called-up, shall be called up, except in the event of the company being wound-up, such capital is known as Reserve Capital.

It is available only for the creditors on the winding-up of the company.

Q.4. What is the difference between Direct and indirect tax in India.

Ans. Taxes are one of the biggest sources of income for the government. All the various taxations in India can be broadly classified into two categories- direct and indirect tax

A direct tax is a tax that you directly pay to the authority imposing the tax. For instance, income tax is imposed by the government, and you pay it directly to the government. These taxes cannot be transferred to any other entity or person. There are several acts which govern direct taxes.

While direct taxes are imposed on income and profits, indirect taxes are levied on goods and services. A major difference between direct and indirect tax is the fact that while direct tax is directly paid to the government, there is generally an intermediary for collecting indirect taxes from the end-consumer. It is then the responsibility of the intermediary to pass on the received tax to the government.

Context	Direct Tax	Indirect Tax
1. Imposed on	Income and profits	All the goods and services
2. Who pays	Individuals and businesses	End-consumers
3. How much	Depends on income and profits	Same for everyone
4. Transferability	Not transferable	Transferable
5. Tax Evasion	Possible	Not possible
6. Nature	Progressive	Regressive
7. Collections	Complex	Convenient
8. Common examples	Income tax and securities transaction tax	GST, excise duty, and VAT



School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B. Voc. Program, V Semester,
End-Sem. Examination

Course Code: 1504

Self-A

Time: 2 Hour

Course Name: Project Formulation and Startup

Max. Marks: 50

Section A

10X01 = 10 Marks

Q1. Full form of ROI:

- a) Return on Investment
- b) Rate of Investment
- c) Return on Interest
- d) Risk on Interest

Q2. A _____ is a set of activities.

- a) Process
- b) Project Management
- c) Project
- d) Project Cycle

Q3. Three Phases involved in completing the project.

_____, _____ and Controlling

Q4. Representation of Project on paper is based on:

- a) First in First Out
- b) Precedence Logic
- c) Work Break Down
- d) Organizational Structure

Q5. The probability of completing the project is estimated on _____.

- a) Normal Distribution
- b) Uniform Curve
- c) U-Shaped Curve
- d) None of the following

Q6. The basic nature of a project is a/an _____ one. (Temporary/Permanent)

Q7. Difference in time period between Scheduled Completion of activity and actual completion of activity

- a) Expected Time
- b) Zero Time
- c) Slack Time
- d) Activity Duration

Q8. If a stakeholder has high interest in your project and high power, then such stakeholders should be managed with following action plan –

- a) Keep Satisfied
- b) Keep Informed
- c) Monitor Closely
- d) Manage Closely

Q9. Which is not included in Geographical Dimensions:

- a) Local
- b) National
- c) Regional
- d) Lifestyle

Q10. Full form of PERT _____.

Section – B

04X04 = 16 Marks

- Q1. What do you mean by project portfolio?
 Q2. What is project Organization?
 Q3. What do you mean by project formulation?
 Q4. Draw Network from below mention details:

Activity	Time	Activity	Time
1-2	3	4-5	0
2-3	3	5-6	6
3-4	7	6-7	4
2-5	9	6-8	13
3-5	5	7-8	10

Section – C

04X06 = 24 Marks

- Q1. Explain the objectives of the pre-feasibility analysis.
 Q2. Explain the social cost benefit analysis.

Solve Below Question (Q3 & Q4)

Activity	Name	Time	Activity	Name	Time (days)
1-2	A	4	5-6	G	4
1-3	B	1	5-7	H	8
2-4	C	1	6-8	I	1
3-4	D	1	7-8	J	2
3-5	E	6	8-10	K	5
4-9	F	5	9-10	L	7

- Q3. Construct the PERT Network
 Q4. Calculate Total Exceeded time and Total for each activity.



Answer Keys

Section A

1. A) 2. C)
3. Planning and Scheduling
4. B) 5. A)
6. Temporary
7. C) 8. D) 9. D)
10. Project Evaluation Review Technique

Section B

Project portfolio is a term that refers to an organization's group of projects and the process in which they are selected and managed. The project portfolio is strategically selected to advance the corporation's organizational goals. Project Portfolio management enables enterprise-wide planning and resource allocation.

Project portfolio is a term that refers to an organization's group of projects and the process in which they are selected and managed. The project portfolio is strategically selected to advance the corporation's organizational goals.

Generally speaking, organizations will have an opportunity for far more projects than funding can support, so the selection process must choose a subset of projects to maximize the company's profit goals while obeying budgetary restrictions. Concurrently, executives wish to manage the overall risk of the portfolio while ensuring that cash flow and other such requirements are satisfied.

Ans 2. A project organization is a structure that facilitates the coordination and implementation of project activities. Its main reason is to create an environment that fosters interactions among the team members with a minimum amount of disruptions, overlaps and conflict

A project organizational chart is a visual diagram that illustrates who is on your team and the role they play in a given project. It documents the structure of the project organization, the hierarchy between team members, and the relationships between employees.

Functional Organization: The functional structure is the most common type of organizational structure that businesses use, grouping employees by specialty, skill or related roles. It is based on levels of hierarchy that include different departments, under the direction of designated leaders.

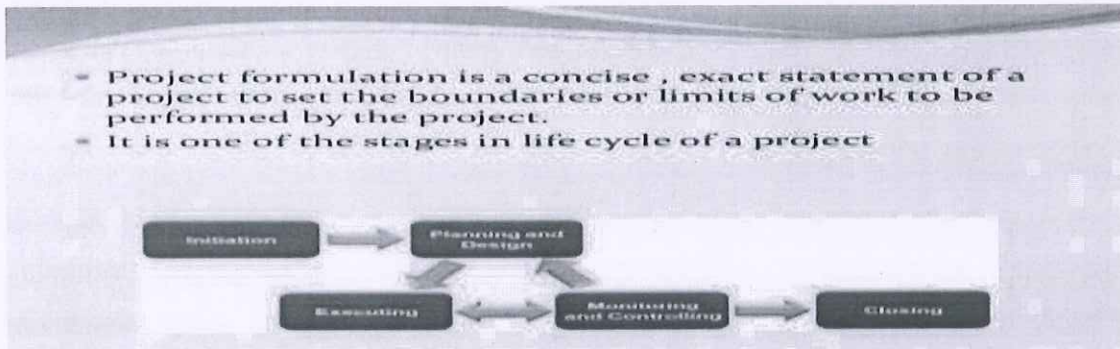


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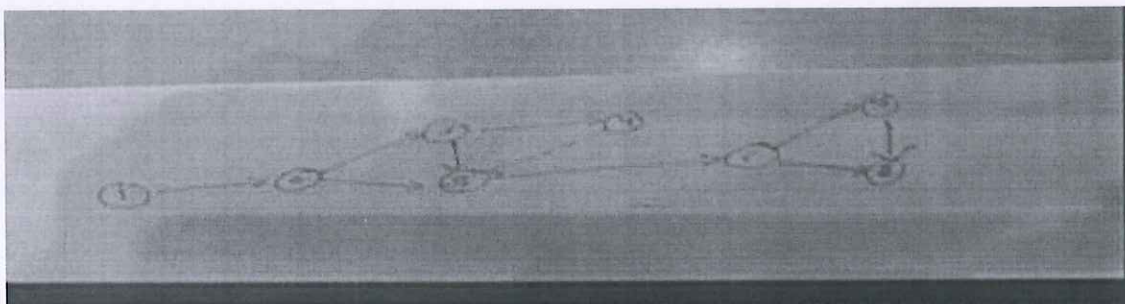
Matrix Organization: A matrix organizational structure is a workplace format in which employees report to two or more managers rather than one manager overseeing every aspect of a project. For example, an employee may have a primary manager they report to as well as one or more project managers they work under.

Ans 3

Project formulation is the systematic development of a project idea for arriving at an investment decision. It has the built-in mechanism of ringing the danger bell at the earliest possible stage of resource utilization. Project formulation is a process involving the joint efforts of a team of experts. Each member of the team should be familiar with the broad strategy, objectives & other ingredients of the project. Besides being an expert in his area of specialization, he should be able to play his role in the overall scheme of things.



Ans 4.





Section C

The pre-feasibility Analysis as proposed has these objectives:

1. To obtain needed information about the logistic infrastructure on the site.
2. To gain some knowledge of potential cost factors which would impinge on the soccer camp project.
3. To evaluate the potential logistic problems of the project and discuss the possibility of using other local farmers in a satellite tourism concept.
4. To develop the basic guidelines that will be required for the feasibility study preparation.
5. To get all needed information packaged in a usable document that can provide your group with a preliminary project proposal, concerning profit and loss.
6. To evaluate on a preliminary basis, possible soccer camps schedules and levels and total project concept.
7. To gain insights on needed government officials who will be concerned with the project to gain an understanding of the budget, equipment, supply and cost factors of the project.
8. To understand the possible return on investment for the project to investigate on a preliminary basis, markets for the products of the project to prepare a usable working document for use in planning and funding requirements for the project.
9. To establish the Letter of Intent for developing the feasibility study and working agreement between our group and your organization To provide you with complete working guide/

Ans 2. The concept of SCBA is very attractive and significant there but there are some limitations of SCBA i.e.

- 1) No standard methods or technique
- 2) Accuracy and reliability of forecast
- 3) Problem of measurement of Social cost and benefit
- 4) Government policy

It refers to the study of feasibility of a project in terms of its total economic cost and total economic benefits. it means to compare total cost with total benefit if we add external cost with private cost, it's called total social cost if we add external benefit with private benefit, called total social benefit. Cost-benefit analysis is a process for evaluating the merits of a particular project or Course of action in a systematic and rigorous way. Social cost-benefit analysis refers to Cases where the project has a broad impact across society { and, as such, is usually carried out by the government.

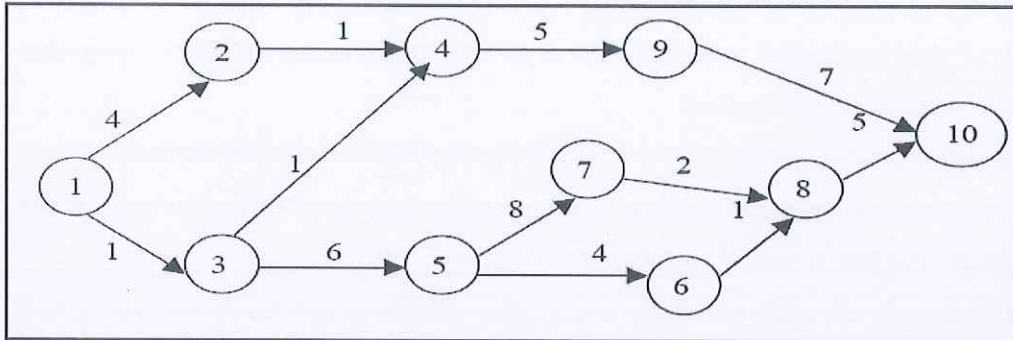
SCBA aims to appraise the total impact that a project will have on an economy.

- 1) Contribution of the project to GDP of the Economy.
- 2) Contribution of the project in poorer section of the society



- 3) Justification of the uses of scarce resources.
- 4) Contribution of the project in improving the environmental condition.
- 5) Justification for the risk undertaken to implement and sacrifices made in the process

Ans 3.



To calculate TE for all activities

$$\begin{aligned} TE_1 &= 0 \\ TE_2 &= TE_1 + t_1, 2 = 0 + 4 = 4 \\ TE_3 &= TE_1 + t_1, 3 = 0 + 1 = 1 \\ TE_4 &= \max (TE_2 + t_2, 4 \text{ and } TE_3 + t_3, 4) \\ &= \max (4 + 1 \text{ and } 1 + 1) = \max (5, 2) \\ &= 5 \text{ days} \\ TE_5 &= TE_3 + t_3, 6 = 1 + 6 = 7 \\ TE_6 &= TE_5 + t_5, 6 = 7 + 4 = 11 \\ TE_7 &= TE_5 + t_5, 7 = 7 + 8 = 15 \\ TE_8 &= \max (TE_6 + t_6, 8 \text{ and } TE_7 + t_7, 8) \\ &= \max (11 + 1 \text{ and } 15 + 2) = \max (12, 17) \\ &= 17 \text{ days} \\ TE_9 &= TE_4 + t_4, 9 = 5 + 5 = 10 \\ TE_{10} &= \max (TE_9 + t_9, 10 \text{ and } TE_8 + t_8, 10) \\ &= \max (10 + 7 \text{ and } 17 + 5) = \max (17, 22) \\ &= 22 \text{ days} \end{aligned}$$



School of Entrepreneurship Skills
Session: 2020-21 (Summer Semester)
B. Voc. Program, V Semester,
End-Sem. Examination

Course Code: 1504

Set-B

Time: 2 Hour

Course Name: Project Formulation and Startup

Max. Marks: 50

10X01 = 10 Marks

Q1. Start-up create _____.

Q2. Variable not includes in Demographic Dimension.

- a) Age
- b) Cities
- c) Gender
- d) Income

Q3. SCBA full form: _____.

Q4. Zero duration activity means:

- a) Early Start
- b) Dummy
- b) Expected Activity
- d) Slack Time

Q5. Identifying Meaningful Group means:

- a) Segmentation
- c) Target Population
- b) Team
- d) Dimensions

Q6. CPM Developed by _____.

Q7. Duration of activity represent by _____.

Q8. Complete the project life cycle:

Initiating → _____ → _____ → Closing

Q9. Name one of the constraints of a project: _____.

Q10. Name one of formal communication in project: _____.

Section – B

04X04 = 16 Marks

- Q1. What is pre-feasibility analysis.
- Q2. Brief out Start up Ecosystem.
- Q3. Apple iPhone target which segment market to sell their product and how?
- Q4. Draw Network from below mentioned details:

Activity	Description	Predecessor
A	Purchase of Land	-
B	Preparation of building Plan	-
C	Level or Clean the Land	A
D	Register and get approval	A, B
E	Construct the Building	C
F	Paint the Building	D

Section – C

04X06 = 24 Marks

- Q1. What is project life cycle? Explain it.
- Q2. What is market analysis in project feasibility?

Solve Below Activity (Q3 & Q4)

Activity	Name	Time	Activity	Name	Time (days)
1-2	A	4	5-6	G	4
1-3	B	1	5-7	H	8
2-4	C	1	6-8	I	1
3-4	D	1	7-8	J	2
3-5	E	6	8-10	K	5
4-9	F	5	9-10	L	7

- Q3. Construct the PERT Network
- Q4. Calculate Total Excepted time for each activity.



Answer Key

Section A

1. Disruption
2. B)
3. Social Cost Benefit Analysis
4. B) 5. A)
6. Du Pont
7. Total Expected Time
8. Planning & Execution
9. Scope
10. Budget Reports

Ans 1. A Pre-feasibility reveals an overview of the project's proposal through the feasibility report. A PFR is normally prepared to articulate the ideas and objectives set forth for the project. The PFR is expected to incorporate the following aspect and the structure of presentation.

- 1) Introduction- What is proposed project about and why the need has arisen?
- 2) Objectives- define what the project aim?
- 3) Demand Analysis- the findings of such surveys is presented in a proper manner
- 4) Location of the project- the consideration made for selection of location with comparative advantage and disadvantage.

Ans 2.

A startup ecosystem is formed by people, startups in their various stages and various types of organizations in a location (physical or virtual), interacting as a system to create and scale new startup companies

No matter where you are trying to build a sustainable startup ecosystem, here are some simple ways you can approach the challenge to be successful:

Start with a Collaborative Mentality. ...

Map the Local Market. ...

Gather the Network. ...

Work with Your Government. ...

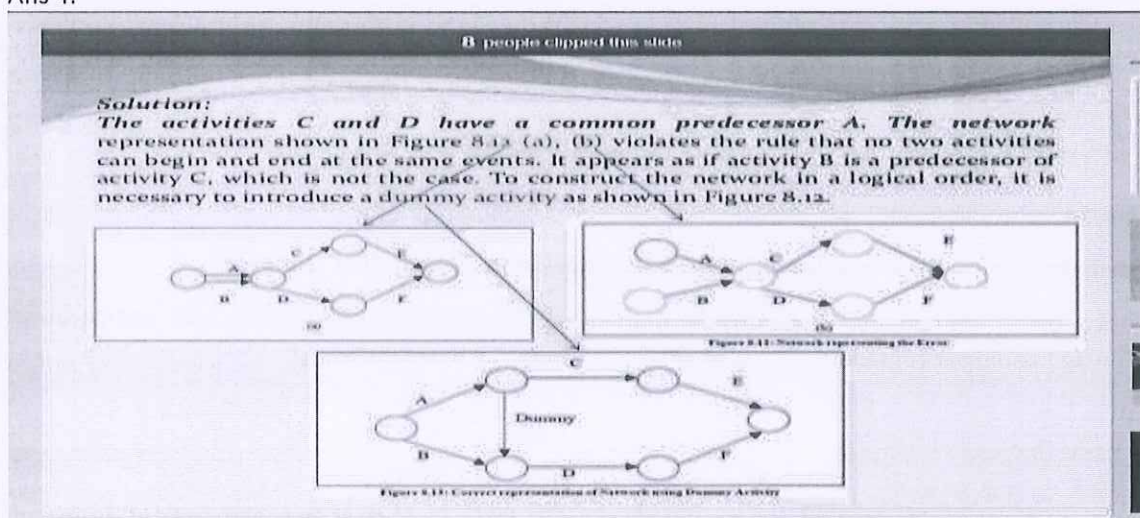
Stay Honest

Ans 3.

Apple target market on the basis of psychological dimension of customers those who believe in building, image, status, luxurious life style, so easily they can spend good amount of money on it and make it their status symbol. Common set of characteristics shared by Apple target customer segment include appreciating design, quality and performance of technology products and services over their prices. People who own Apple products tend to be more urban, have a college education, and follow technology news on a regular basis.

Apple's tagline has been "Think different." This position statement appeals to the changing trends in technology and consumer tastes.

Ans 4.



Section C

Ans 1. The Project Life Cycle refers to a logical sequence of activities to accomplish the project's goals or objectives. Regardless of scope or complexity, any project goes through a series of stages during its life.

- a) Initiation or Birth phase, in which the outputs and critical success factors are defined,
- b) Planning phase, characterized by breaking down the project into smaller parts/tasks, an
- c) Execution phase, in which the project plan is executed
- d) Closure or Exit phase, that marks the completion of the project.

Project activities must be grouped into phases because by doing so, the project manager and the core team can efficiently plan and organize resources for each activity, and also objectively measure achievement of goals and justify their decisions to move ahead, correct, or terminate.

It is of great importance to organize project phases into industry-specific project cycles, because each industry sector involves specific requirements, tasks, and procedures when it comes to projects, but also because different industry sectors have different needs for life cycle management methodology.



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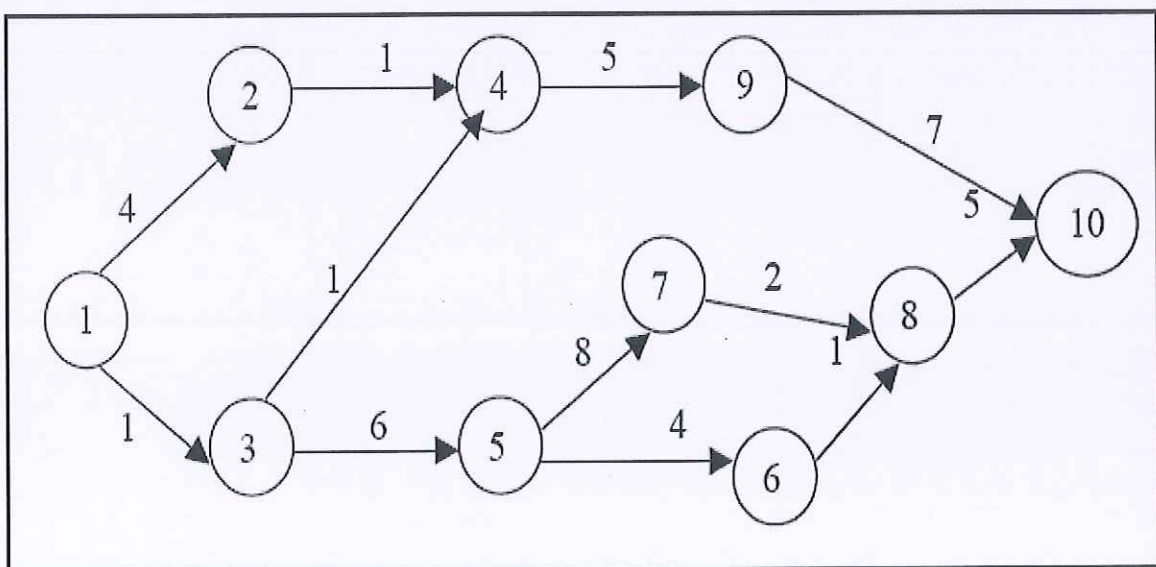
And paying close attention to such details is the difference between doing things well and excelling as project managers.

Ans 2.

Market and demand analysis is an integrated approach to generate market power by critical analysis of the market logistically. Although the terms "marketing" and "marketing analysis" can both be described as games of information, they are not to be confused. Marketing encompasses all of the activities that go into promoting a product or service. A marketing analysis is the actual assessment of the target population, competition and needs for marketing that product or service. The marketing analysis process can be broken down into six steps:

1. Defining the problem: Defining the objectives is tantamount to a successful marketing campaign. Many individuals waste valuable time performing good research on the wrong problem
2. Analysis of the situation: An analysis of the situation is an informal survey of what information is available in the problem area. The analysis will help define the problem and ascertain the need for additional information.
3. Obtaining data that is specific to the problem: The next step requires gathering primary research and performing a formal research project. Many approaches can be used to collect primary data.
4. Analysis and interpreting the data : In this step, the research results are used to make marketing decisions. The findings should be applied in marketing planning.
5. Fostering ideas and problem solving
6. Designing a plan

Ans 3.





Ans 4. Total Expected Time

$$TE_1 = 0$$

$$TE_2 = TE_1 + t_1, 2 = 0 + 4 = 4$$

$$TE_3 = TE_1 + t_1, 3 = 0 + 1 = 1$$

$$TE_4 = \max (TE_2 + t_2, 4 \text{ and } TE_3 + t_3, 4)$$

$$= \max (4 + 1 \text{ and } 1 + 1) = \max (5, 2)$$

$$= 5 \text{ days}$$

$$TE_5 = TE_3 + t_3, 6 = 1 + 6 = 7$$

$$TE_6 = TE_5 + t_5, 6 = 7 + 4 = 11$$

$$TE_7 = TE_5 + t_5, 7 = 7 + 8 = 15$$

$$TE_8 = \max (TE_6 + t_6, 8 \text{ and } TE_7 + t_7, 8)$$

$$= \max (11 + 1 \text{ and } 15 + 2) = \max (12, 17)$$

$$= 17 \text{ days}$$

$$TE_9 = TE_4 + t_4, 9 = 5 + 5 = 10$$

$$TE_{10} = \max (TE_9 + t_9, 10 \text{ and } TE_8 + t_8, 10)$$

$$= \max (10 + 7 \text{ and } 17 + 5) = \max (17, 22)$$

$$= 22 \text{ days}$$