

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, TEKKALI  
(AUTONOMOUS)

I MBA II Semester Regular Examinations, October/November,2020

ENTREPRENEURIAL DEVELOPMENT

Time: 3 Hrs

Max. Marks: 60

Answer any Five questions  
All questions carry EQUAL marks  
Question No. 8 is Compulsory

1. Define the term entrepreneur? What are the chief characteristics and qualities of an entrepreneur? 12
2. What are the functions of various institutions that are helping entrepreneurship development? 12
3. Discuss the steps involved in project identification? What are the problems to be faced in the process of project identification? 12
4. Briefly write about report writing? Explain the contents of a Project Report 12
5. Define MSMEs? Write briefly about development of MSMEs after enacting the MSMEs Act, 2006? 12
6. Define Venture Capital? What are the features of Venture capital 12
7. Explain about e-business ventures with their merits and demerits 12
8. **CASE STUDY:** 12  
Vishal and Angeera had started their dream project, "Pragati Medical Store" a retail outlet for pharmaceutical products. Vishal started his job as a cadet in Indian Army 15 years back and had risen to the post of Colonel. Unfortunately, he lost his left arm during Kargil War. This was a critical time for both Vishal and Angeera for they had to take a decision about what to do next? Vishal was no fit to work in army; the pension given by government was not enough to support the family of five. And since he had joined army at an early age immediately after his 10+ 2 he had no other formal training to look for an alternative career. But Angeera, his wife had done her graduation in pharmacy. She suggested that they could open a pharmaceutical retail outlets, she was qualified enough to get a license to open the drug store and was willing to venture into something that both of them could together start. So they opened 'Pragati Medical Store'. Angeera

did the entire ground job, got the license, visited the doctors in the nearby area, persuaded the doctors to recommend her store to their patients, stocked the store with all the medicines prescribed by the doctors. Vishal and Angeera were a perfect duo for the store, Vishal looked after the accounts and Angeera looked after the PR with doctors, the marketing and sales and maintenance of the stock.

The store started off well and made good gains in the first two quarters, Angeera was putting in a lot of hard work as she was taking care of all the marketing, sales, purchase and PR. What came to her as a surprise was the behaviour of the dealers (who were supplying medicines). Medical representatives and customers were very cold towards her. They found dealing with her very distasteful, as it was the men's field, without exception all the stores in town except for Pragati were managed by men. In fact, most of them requested and a couple of them demanded that they wanted to deal with her husband. She was so shocked by their behaviour, technically she was the qualified one and it was for her efforts that doctors were recommending Pragati Store to buy medicines but the customers, Medical Representatives and suppliers of medicine would equivocally say 'Vishal Bhai Sahab Nahee Hae Kya' (Is Vishal not around). She really got annoyed and lost her temper at times and scorned at them, "What on earth makes you believe that I cannot handle your queries. It is for people like you that women are not getting the respect they deserve. I am more qualified than your Bhai Sahab to run this shop and I am the one who has brought this dream to a reality but you guys want to deal with Bhai Sahab. You should make let your sisters and daughters study as you and your bloody society can never ever digest women empowerment and women liberalization. You better get out of this place as this place belongs to me – I am the owner of 'Pragati Medical Store' and I am the one who will write its fortune. So get lost.' Later on Angeera was very upset and sat wondering "Is India actually developing? Are women's really getting liberalized? Why have women not been able to earn the respect for earning their living?"

### **Questions**

1. How much do you think Angeera's retaliation towards her clients, MR's and suppliers justified?
2. Do you think women in India are liberalized enough to become entrepreneurs? What are your recommendations to Angeera?

