

Enroll No

K.E.Society's
Rajarambapu Institute of Technology, Rajaramnagar
(An Autonomous Institute, affiliated to SUK)
End Semester Examination (JAN/FEB 2023)
SYMBA- Marketing Mgt.Sem-III

Q.P.Code
E 215

Course Code: MIV1011 **Course Name:** Introduction to Entrepreneurship

Day & Date: Wednesday, 1.03.2023

Time: 10:30 am - 1:30 pm

Max Marks: 100

- Instructions:** 1) All questions are compulsory
2) Figures to the right indicate maximum marks
3) Assume suitable data if not given
4) Use of non-programmable calculator is allowed

Q.1 What do you mean by Entrepreneurship and state the characteristics of a successful entrepreneurs and its role in the economic development of India? (15 Marks) (CO1 CO2)

Or

Explain various roles played by visionary and charismatic leaders. state any two business/political leaders in India who exhibit leadership traits.

Q.2 What do you mean by Leadership? Explain the Corporate Entrepreneurial Mindset. (15 Marks) (CO2)

Q.3 What is meant by effectuation in entrepreneurship? What is its relevance in entrepreneurial decision making? (15 Marks) (CO3)

Q.4 What do you understand by value proposition? What are the various steps involved in creating effective value proposition for a product or service? (15 Marks) (CO5)

Q.5 Solve the following case. (20 Marks) (CO4 CO5)

In 2007, the region of Amreli in the western part of India faced severe drought. The cost of manual labor was high and tilling the dry farmland became difficult. There was also shortage of cattle fodder and Mansukhbhai could no longer afford to use his cattle for tilling his farm. These difficult conditions compelled him to sell his bullocks and his farming suffered. He started thinking of ways by which he could come out of this misery. Mansukhbhai had also worked as a farm mechanic repairing diesel engines and farming equipment. He borrowed his friend's Royal Enfield Bullet motorcycle and tried attaching a tiller to it. He created attachments using cheap and used components from foundries. The idea seemed to work and he further experimented with different ploughing attachments that could be fixed behind the motorcycle for farming. He replaced the rear wheel with a set two smaller wheels and attached a metal plough behind the bike. He began using it for ploughing in his farm. It eliminated the need of bullocks or laborers for ploughing and Mansukhbhai named it 'Bullet Santi,' where Santi means 'plough.' The motorcycle had a 5.5 horsepower diesel engine and with the attachments it could be used as a multipurpose machine for ploughing, sowing, interculturing, spraying insecticides, or a small goods carrier. Other farmers also saw value in his invention and started approaching him for similar solutions. The machine worked as a faster alternative to the traditional farming method that uses bullocks and as a cheaper alternative to modern farming methods that use tractors. In 2014, Mansukhbhai had developed the first prototype. Subsequently, the Council of Scientific and Industrial Research (CSIR) Lab in India helped him improve the product design, and NIF (National Innovation Foundation) and GIAN (Global Initiative of Academic Networks) helped in its commercialization. His product got a patent in



India and in the USA. Mansukhbhai Jagani has been able to move out of poverty and also received national level awards by NIF.

- 1) What are the entrepreneurial opportunities you can find in rural sector in India?
- 2) As an entrepreneur, what are the various challenges Mansukhbhai encountered?
- 3) Suggest the scope for commercialisation of Bullet Santi in India?

Q.6 Describe various forms of business organizations. As an entrepreneur what form (20 Marks) (CO4 CO5) the basis for developing vision and mission for the organization.

Or

Design an organization structure for a software private limited company whose sole objective is to facilitate online business and to reach maximum customers.

