

**NCRD's Sterling Institute of Management Studies,
Nerul, Navi Mumbai**

TERM END EXAMINATION MMS SEM IV APRIL 2014

Sub: - Entrepreneurship Management

Date: 3rd April' 2014

Time: 10.30 am to 1.30 pm

Day: Thursday

Marks: 60 Marks

Roll No:

Instructions: Section I is compulsory. (1 Question x 20 Marks = Total 20 Marks)

Section II - Attempt any two. (2 Questions x 10 Marks = Total 20 Marks)

Section III - Attempt any four. (4 Questions x 5Marks = Total 20 Marks)

Section I

Q.1 Solve the following case study.

Dreaming big.

Gorur Ramaswamy Gopinath came from a small remote village called Gorur in Karnataka. A graduate from the National Defense Academy, he started his career as a commissioned officer in the Indian army; but returned to his village with Rs 6,000 in his pocket, saw an opportunity in agriculture, and later won 'Rolex award for enterprise', for breaking new ground in ecological silk farming.

In 1995 however, Gopinath moved to Bangalore to secure his children's education and it was here that he began his tryst with the airline industry; setting Deccan Aviation, India's first private heli-charter company. Encouraged by its commercial success he set up Deccan Aviation in 2003 with one 48 seated ATR turboprop aircraft that connected low traffic destinations. Not that Gopinath had it easy. A few seconds before its take-off the aircraft engine caught fire and passengers had a miraculous escape. Then there was opposition from other airlines on parking rights, check-in counters and flight timings. Even today, with its balance sheet continuing to bleed, critics say that the company is going about in a haphazard manner.

But despite the occasional skid or two, what cannot be dismissed is that Gopinath has led the no-frill and low cost strategy in Indian air travel. Air Deccan has grown to a fleet of 28 aircraft, its schedule has increased to 221 flights, its route network stretches to 51 airports, it has carried about three million passengers to date and has an average load factor of 85%.

- Q.i. Why could Gopinath establish a successful airline company?
- Q.ii. What are the two crucial learning for growing entrepreneurs from the case?

Section II

Q.2 A recent survey reported that graduates are more than twice likely to be involved in a entrepreneurial firm compared to those with lesser education level. Explain with two possible reasons for the same.

Q.3 Describe briefly the role of Government of India to promote entrepreneurship.

Q.4 Differentiate between invention, innovation and creativity. How can we develop organizational innovation?

Section III

Q.5 SSI sector provides more number of jobs as compared to the large scale sector. Discuss with illustrations.

Q.6 Write a short note on CIIE

Q.7 Enumerate and explain two strategies to develop women entrepreneurship in India.

Q.8 A successful entrepreneur is always a good administrator. Do you agree? Discuss with illustrations

Q.9 Briefly explain sub contracting exchange

Q.10 A project report is a tool to spark investor interest. Justify this statement with illustrations.