meeting. He asked workers not to park in the spaces reserved for customers. Some employees misunderstood and thought that he was telling them not to drive to work. Tom said later that his mistake was talking slowly and loudly and assuming that employees would understand him. However, the miscommunication over the parking issues was minor in comparison to another of Tom's communication challenges.

Tom is a staunch supporter of open-look management, a management approach that entails regularly "opening up the books— the financials statements" to employees and sharing this information with them in order to make them feel more a part of the business. He recently gathered together employees from different work shifts for a meeting and rattled off a bunch of numbers. Then Tom asked everybody if they understood the information, and all heads nodded in agreement. Tom said later, "I didn't realise they were just being polite". He desire to involve employees by letting them see the financial results wasn't having the intended effect.

(i) How might workforce diversity affect the types of employee motivation that entrepreneur use? State its implications.

(ii) How Tom could be more effective in using Open-Book Management? Give specific suggestions. 14

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PG Odd Semester (CBCS) Exam. December, 2022

Business Administration

(3rd Semester)

Course No: CP-303 (A)

(Entrepreneurship & Small Business Management)

Full Marks: 70

Pass Marks : 28

Time: 3 hours

The figures in the right margin indicate full marks for the question.

1. Define Entrepreneur. Explain the socio-economic benefits associated with entrepreneurship. 2+12=14

Or

2. How entrepreneurship and innovation goes hand in hand in achieving a common goal of an enterprise. Explain. 14

3. Case :

"I can't find it". A dreaded phrase for any business. Santa Elara, California leased company called wherenet (www.wherenet.com) is hoping to erase it. How? Through a tracking technology it has developed that locate parts, products, and people with surprising accuracy. In today's internet leased economy knowing where your assets are as crucial. Wherenet is helping business do just that.

Dave W. Founder, Chairman & Chief Technology Officer- calls the company's technology redirect,

change the world stiff. Wherenet technology to make the first affordable and accurate tracking systems– systems that can get the right parts to the assembly line or locate containers of crucial parts in a warehouse. Wherecall is a wireless device that instantly orders replenishments when assembly-line components run low, thereby keeping inventry to a minimum and controlling costs. The company also makes a tagging device that sends out a unique, very low power radio frequency that is picked by antennas, relayed to a database server, and displayed in a map form, allowing any physical object to be located with an accurancy of within 10 feet.

Dan D president and CEO says that wherenet can solve customers' business problems and provide them with a cost effective solution. He believes that wherenet is the definite market leader and that the sky is the limit a far as applications. One of the company's newest devices, Park watch, is a wrist brand tracking device that helps families or groups at a theme park locate each other and walk make can be used by college students who sense they are in danger to instantly alert security personnel about who and where they are. Although every start up faces challenges and eventual competition, wherenet feels its technology will transform the business world, thus helping it successfully track down people, products and profitability.

(i) What do you think the idea for wherenet came from?

(ii) What type of competitive information would wherenet want to have? Be specific.

(iii) How important do you think that these characteristics (describing company's product as radical and change the world) are in researching the feasibility of an entrepreneurial venture. 4+5+5=14

4. What is Social Entrepreneurship? Explain the objectives of Social Entrepreneurship. 4+10=14

Or

5. What do you understand by the term Entrepreneurial culture? Explain how entrepreneurial competency be acquired. 4+10=14

6. Highlight the government initiatives towards small scale industries through the different industrial policies. 14

7. Write notes on : 7x2=14

(i) Institutions in Aid of Entrepreneurship Development

(ii) Entrepreneurship Development Programs (EDPs).

8. Semifreddi's is an artisan-bread baker in Emeryville, California. CEO Tom F has built a company whose annual revenue are over expectation. He describes himself as an 'accessible, available, communicative guy". However, language barriers are proven to be a challenge for him and his workers, most of whom come from Maxico, Laos, China, Peru, Combodia, Yemen and Vietnam. Even though his workers have limited English language skills. Tom feels that he communicates sufficiently well with his diverse workforce.

However, when customers began making comments about the lack of parking on the side of the bakery. Tom did what he always does when they were issues to be discussed. He called an employee