PG Even Semester Examination, May 2025

BUSINESS ADMINISTRATION

(4th Semester)

Course No.: CP-403

(Entrepreneurship and Start-up Management)

Full Marks: 70

Pass Marks: 28

Time: 3 hours

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

1. Define entrepreneurial culture. Explain evolution of entrepreneurship. Elucidate the role of star-ups in an economy, 2+4+8=14

Or

2. Distinguish between innovation and creativity. Explain how managers apply the concept and theories of entrepreneurhip in real life. 4+10=14

3. Zamilio Jopeta has one of the most beautiful and most recognised faces. Yet she is not just a pretty face, she is also a very smart entrepreneur. She has built a business venture with erevenues over 15 million a year. Her business is herself. She is continuously looking at ways to grow her business investment. Zamilio is model, combined good looks with mareting savvy to become a successful entrepreneur. Comport founded her own company called Compordyy. To oversee her

interest, which includes a series of succssful exercise videos, calendars and other items that carried her photo and the launch of her own line of makeup. Comport also teamed up with companies like Blockbuster videos, Kay Jewelers and Pepsi to become their spokeswoman. In fact, an advertisement for Pepsi running in the summer features and order but still beautiful Comport. These choices have kept her face and name in the public eyes.

Zamilio also recognsed the importance of marketing herself in various ways commercially. She too has diversified the selling of her image. Like Comport, she has also used calendars, movies, books, television shows, exercise videos, spokesperson contracts, and other means to keep her image there in the public eyes.

However, don't think that building a conglomerate is esay. There are no guarantee that just becuase you have a famous face and name that you products will be sold. For instance, one of the Zamilio partner in the Fashion Cafe International chain of theme restaurants. Naomi Campbell, tried to market a 'TV show' and 'Novel' she had written. Both flopped. Industry experts attribute this to the fast that the 'TV show' and 'Novel' were not really Campbell's strong areas of expertise. So evem supermodels have to make good decision about how to grow their business. So, to what can Zamilio's success be attributed? She herself says it's because she's interested. She is very hand-on and likes to know what happening both within and outside the busiens. She is very focused and has a strong

Small Industries Development Bank of India (SIDBI) with an initial amoung of ₹10,000 crore. Along with that, a corpus (principal amount) of ₹5000 crore to ensure credit guarantee through the National Credit Guarantee Trustee Company, whereas research showed that 54% of women have no idea about whtt a startup is and how to work on problem-solving. About 58% women need to be educated about entrepreneurial resources and techniques. However, provisions under the scheme also includes support from pre-loan stage to operating stage.

The number of self-employed women including street-vending increased to almost 1 crore over the years, whereas the number of higher income entrepreneurship remains low relatively. To increase this number, many initiatives including getting at least two entrepreneurial projects started in every bank branch be an effective step. Because the intention of the scheme is expected to benefit about 250,000 potential borrowers in the country.

(i) What are the associated problems of the scheme which need to be removal to achieve the goal as projected?

(ii) To cater to this growing demand, what suggestions do you propose to the development agencies to reposition the scheme.

7+7=14

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competitive desire to remain at the top. In addition, she is a hardworking individual and a dedicated CEO. She puts in sevend days weeks if needed and expects those who work for her to do the same if ther are pressing issues and tasks. She also believes that fun in the key to getting herself and her staff to produce the most. But one other thing that characterised Zamilio's business approach is her caution in her business dealings. She does a lot of research preparation, and reading the fine print. She also highly involved in decisions and is almost obsesed with controlling all aspects of her busines. Zamilio says, "If I put my own money in, I make sure that I will never lose it."

(i) What type of growth strategy would you say, Zamilio is pursuing? Explain you own choice with justification.

(ii) How would you value a business such Zamilio's that is basd primarily on name and image?

(iii) What are the advantages and disadvantage of being 'obsessed' with controlling all aspects of business own-self? 6+4+4=14

4. Discus the role of MSME and also the role of other institutions in promoting entrepreneurship and nurturing start-ups. 6+8=14

Or

5. (a) Explain major aspects of the current Industrial Policy of India. 7

(b) Elucidate the North East Industrial and Investment Promotion Policy. 7

6. Illustrate the concept of Busines plan. Explain the business plan outline for your idea considering the aspects of finance, marketing, operations and human resource management of a business. 4+10

Or

7. Take up and idea for business research. Draft a research proposal for the same highlighting its impact on the society, general people and on the different economic agents. 14

8. The Stand-Up India scheme, launched on April 5, 2016, ensures women and SC/ST entrepreneur a fair chance to set up their business. The scheme facilitates loans from ₹10 lakhs to ₹1 crore. According to the government, these are sections of the population that are often underprivileged or underserved, which is upcoming and fast-growing. This scheme is expected to facilitate loans for non-farm sector entrepreneurhip. Despite having this kind of dedicated facilities, women in India still find it difficult to get funding for their start-ups. Global Entrepreneurhip and Development Institute (GEDI) published a global ranking and found that India was placed in the last five among the 30 countries. It stated that about 73% of women entrepreneurs failed to get funding from Venture Capitalists (VC). A study based in Karnataka found that about 90% of women had only their own funding to rely on, while 68% found it tougher to get bank loans. All that is set to change once the Stand-up India scheme comes into action.

Further, under the scheme, the government has opened refinancing options through the