

**PG – 991**

II Semester M.B.A. Degree Examination, June/July 2015
(CBCS Scheme)
MANAGEMENT
Paper – 2.3 : Entrepreneurship and Ethics

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** of the following questions. **Each** question carries **five** marks. Answer to **each** question should **not** exceed **250** words. **(5×5=25)**

1. What are the economic and social significance of Entrepreneurs ?
2. Explain the factors which cause poor growth of Entrepreneurship.
3. Identify an Entrepreneurial opportunity of your choice and explain its strength and weaknesses.
4. Explain, why, start-ups management is more important for Entrepreneurial success.
5. What are the components of a Business plan ? Explain.
6. Explain the suitability of Franchising and Private Limited Companies as legal structure of an Enterprise.
7. Explain the point of difference between social Entrepreneur and other Entrepreneurs.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. Answer to **each** question should **not** exceed **500** words. **(3×10=30)**

8. Discuss the various factors which cause emergence of Entrepreneurs.
9. Discuss the relevance of social Entrepreneurship for a country like India.
10. Discuss the need and importance of Business Ethics. Also explain the role of a ethical leader in Entrepreneurial success.
11. For a hypothetical business idea, develop a detailed business plan.

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SECTION – C
(Compulsory)

12. Read the case and answer the questions given below :

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Reeta Singh, 45 years old in January 2000, the founder of Mesco Company with an annual turnover of Rs. 1,500 crore had to put hard labour to reach to the pinnacle of her success. When she was just 7 years old, her father retired from the post of lecturer. She got married with an Air Force Officer at the age of 19 years. When she felt boredom after marriage, she planned to start a milk dairy. She started it with three buffaloes at Hindon near Ghaziabad. She started earning profits from selling milk and thought to expand her dairy business. However, it was not accepted to the luck. Her husband was, meanwhile, transferred to Sarwana. Like most of the Indian wives, she joined her husband at Sarwana but certainly with her innate enterprising attitude.

That place and situations do not deter one from marching ahead in accomplishing one's mission was certified by Reeta Singh by installing a Sugar Plant at Sarwana. She was so strong in her mission that she dared to do her own even the risky jobs like driving tractors packed with sugarcane. There came yet another trial for her. Her husband had to retire 20 years before his super annuation age as he fell prey to paralysis. Now, there was no other option for Reeta Singh but struggle and struggle. This struggle period sparked an altogether new business idea in her head. Reeta Singh started thinking of venturing into the export business that was least known to her. But she was firm on it and her ardent effort brought an order for the tune of 5,000 tons of Tepeo (a kind of cattle fodder) to supply to Germany and America. Reeta Singh somehow complied with the order without any sufficient capital at her disposal and toured Germany all alone. Though she did not earn any profit out of her business tour to Germany, she could well understand the complex procedure involved in export business. This came as a turning point in her life. Then, there was no looking back for Reeta Singh.

The Hindi word 'Singh' means lion. The name 'Reeta Singh' symbolises 'lion'. She was so strong in strengths and serious in efforts as lion is. Today, the outcomes of Reeta Singh's tireless hard labour to achieve greater and greater things in life are the Mesco Pharmaceuticals, Steel plant, Leather Goods, Shoe Company, and Mesco Airlines. There is no denying of the fact that to erect such



a gigantic business empire and to reach to her self-actualisation stage, Reeta Singh underwent through every trial of struggles she was put in. That is why her success founded on series of struggles has made Reeta Singh inclined to simple life and ordinary things. She does not like much to join the status symbol parties till late night. What she likes is to look after her business empire by travelling abroad in her own two Helicopters. She likes to pass her holidays in her holiday home in Mauritius. In fact, her likings are bundles of contradictions. While she likes to be adorned with diamond and pearl, she loves to remember her days of struggle by looking at people travelling on rickshaws and in jampacked DTC and blue line buses while travelling in her costliest Rolls Royes on the heavily crowded roads in the national capital city of Delhi. This is not the end of her likings. Last time, she also contested from the Ghaziabad parliamentary constituency which she lost. She wants to live life with fulfilment for which she is always ready to take any risk.

Reeta Singh believes : “Risk needs to be taken in life because it is impossible to climb the stairs of success without taking risks”.

Questions :

- 1) In your opinion, which theory of motivation does apply to Reeta Singh ?
- 2) Discuss the major entrepreneurial competencies that you find in this case.
- 3) Develop a SWOT matrix for the above business Entities.