Subject Code: MB1342/R13

M B A - IV Semester Regular Examinations, June - 2015
ENTREPRENEURSHIP DEVELOPMENT

Time: 3 hours   **Max Marks: 60**

Answer any <u>FIVE</u> of the following
All questions carry equal marks. Q.No.8 is compulsory
****

1. a) Define the term entrepreneur? What are the chief characteristics of an entrepreneur?
    b).What is entrepreneurship? Explain about the significance of entrepreneurship in India?

2. a) What is the role of Entrepreneurship in Economic Development?
    b) Role and Significance of Women Entrepreneurship in India?

3. a) What is Training? Do you think that Training Programme is essential to inculcate Entrepreneurship among entrepreneurs?" Explain?
    b) What are the innovative sources and methods of Ideas in Planning and Development of Programmes?

4. a) What are the steps in a project Planning? Explain?
    b)   Explain about the different kinds of Business Plans?

5. a) Define MSMEs? Briefly explain about the Significance of MSMEs in India?
    b) What Policies do the Government has taken for development of SSI Sector in the country.

6. a). What are the main causes to become sickness by the small business units? What remedial measures do you offer?
    b). What is development of MSMEs after enacting the MSMEs Act, 2006?

7. a) What role played by the Government of India in Developing MSMEs?
    b) State the need for Institutional finance for small enterprises. Which are the institutions providing institutional finance to small enterprises?

8. **<u>Case Study:</u>**
   N.R.NARAYANA MURTHY: AN EXEMPLARY RISK –TAKER

   Nagavara Ramarao Narayana Murthy, popularly known as N.R.Narayana Murthy Chairman of Infosys Technologies Ltd. Comes from middle class background. He is son of a teacher, a member of a large family of eight children (Three brothers and five sisters). Like an ordinary middle –class boy ,he studied well and qualified for the prestigious IIY. He could not afford it and therefore, went to NIE, Mysore- a local college for a degree in electrical engineering. Murthy completed his post graduation in electrical engineering at IIT Kanpur in 1969 and took up a job. The only thing is, he did seemingly the very same things, but obviously differently. He always took risks. Following are the exemplary instances of his risk- taking decisions.

   First, Murthy pursued a career in computer science when there were not too many jobs in this field. The Indian industry / business were very much into mortar – bricks business and had just about started appreciating the role of computers.

Subject Code: MB1342/R13

Second, next risk he undertook was to turn down attractive offers from large companies such as Telco, HMT, ECIL, and Air India; instead, he joined as a system programmer at IIM Ahmedabad. IIMA was at that time in the process of installing a Hawlett –Packard minicomputer and was foregoing ahead to become the second business school after Stanford to have a time sharing operating system. The thrill of such a pioneering job, thus, gave him a great learning opportunity and was the main reason that Murthy joined the team at IIAM under J.G.Krishnaya, Professor of information systems. Murthy received a salary of Rs.800/- a month .he says,"*It was the best decision of my life. There were many 20-hour work days but I loved being a pioneer of working at the cutting edge of computer technology those days.*"

Third , a chance came from Sesa, a french software company, to build an operating system to handle air cargo at the Charless de Gaulle airport in Paris. What is worth nothing here is that at around the same time, murthy also had received Scholarships to purse a Ph.D. In the USA and Israel. But, Murthy did not take these soft options. He instead, went to Paries, Which also meant mastering another language French.

After the successful execution of this project, murthy came back to Pune in 1974 to join his mentor professor J.G krishnanyya who was setting up the systems research institute (SRI, a non-profit organization). Having worked for some time in SRI, Murthy became somewhat frustrated with the work at SRI (getting the usual bureaucratic treatment of seldom implementing the sincere suggestions). Then, he took up a job in Patni Computer Systems (PCS), a Mumbai-based Company.

At PCS, he was head of the software group and it was here that he met some of the would-be founder –parents of Infosys. He did his usual, unusual, quit the job and started his Software service firm along with his partners. This was the firm which was to become the giant that Infosys today. Out of his six founders-partners, there were rookies-PCS was the first job of Nandan Nilekani,S.Gopi Krishnan and Ashok Arora.Only k.Dinesh (NGEF,Bangalore),N.S.Ragavan (union Carbide),and S.D shibhulal (BEST,Mumbai) had some prior experience elsewhere. Not that these Murthy + sis had any money. They all were middle class back grounds and pooled in Rs. 10,000 capital borrowed from their betterhalfs.In. In this way, Infosys Consultants was born in July 1981 in one bedroom of two-bedroom apartment in Pune.

Fourth, the risk-full incidents surrounding the life of this unusual 'middle class' businessman do not end here. The first ten years after 1981 were quite tough for Murthy and His team. Murthy recounts*," It took us one year to get a telephone; it took two years to get a licence to import a computer;……. Stupidity was the order of the day then."* His wife Sudha had to go and live with her parents for a year. Murthy stuck it out through thick and thin. In 1990, his parents thought of selling the company. But murthy differed and even offered to buy his parents out. Murthy always took risks and it always seems to have paid off.

Questions:

a) Read the case and then list, as many as you can, the entrepreneurial Competencies of Murthy.

b) Give your views if Murthy's various decisions were right or wrong. Ignore the pay offs of his decisions.

If you were in place of N.R.Narayana Murthy, What would have been your response and why?