

**Term End Examination: June - 2018**  
**Diploma in Entrepreneurship Development**  
**DED-01: Introduction to Entrepreneurship**

**Time: 3 Hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group**

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options.***

***[1 X 10 = 10]***

- i. Among the following which is a primary characteristics of an Entrepreneur, highlighted by David McClelland?
  - a. Aspiration motivation
  - b. Affiliation motivation
  - c. Achievement motivation
  - d. Power motivation
  
- ii. Who proposed the 'theory of creative destruction' and state it as a crucial dimension of entrepreneurial firms?
  - a. Joseph Schumpeter
  - b. Israel Kirzner
  - c. Adam Smith
  - d. Paul D. Reynold
  
- iii. Which Ministry is responsible for promoting entrepreneurship development in India?
  - a. Ministry of Finance
  - b. Ministry of Labor and Employment
  - c. Ministry of Skill and Entrepreneurship
  - d. Niti Aayog
  
- iv. What is the name of the study used for measuring entrepreneurial activities globally?
  - a. World Economic Forum study
  - b. Global Entrepreneurship Monitor(GEM)
  - c. Global Innovation Index
  - d. World entrepreneurship Study
  
- v. Which of the following is not an example of an entrepreneurial firm?
  - a. PayTM
  - b. Byju
  - c. Indian airlines
  - d. Ola
  
- vi. Which of the following is not a dimension of Entrepreneurial orientation of a firm?
  - a. Innovativeness
  - b. Proactiveness
  - c. Risk taking
  - d. Locus of control
  
- vii. What is the maximum financial assistance offered under the MUDRA scheme of Govt of India to promote entrepreneurship at micro and small enterprises?
  - a. Upto 30 Lakhs
  - b. Upto 20 lakhs
  - c. Upto 10 lakhs
  - d. Upto 5 lakhs
  
- viii. The difference between an Inventor and entrepreneur is that, while inventors invent, entrepreneurs transform it to a viable business (YES /NO)

- ix. The essence of entrepreneurial behaviour is to,
- Take blind risk
  - Identify Opportunities
  - Be innovative
  - All the above
- x. An entrepreneurs is known to possess strong belief in his/her abilities to produce desired actions. The phenomenon is known as,
- Self Efficacy
  - Self Esteem
  - Confidence
  - Zeal

### **GROUP – B**

**Q.No. 2. Answer any 4 (four) questions each within 50 words. 5 marks each. [5 X 4 = 20]**

- What is Corporate Entrepreneurship?
- What are the defining characteristics of an opportunity entrepreneur?
- Write briefly the major traits essential for entrepreneurs.
- Briefly write the elements of a business plan.
- Briefly write about social entrepreneurship?
- Briefly write how universities can be a potential source of entrepreneurship development?

### **GROUP – C**

**Q.No. 3. Answer any 4 (four) questions each within 200 words.10 marks each. [10 X 4 = 40]**

- Discuss Kirzner's theory of entrepreneurship.
- The promotion of entrepreneurship is seen as a means of addressing the issue of unemployment. Discuss it by taking example of entrepreneurs.
- What do you mean by Intrapreneurship? Discuss, how organization can promote an intrapreneurial culture?
- Discuss the three dimensions of corporate entrepreneurship?
- Entrepreneurs are risk takers. Justify the statement with suitable example.
- Discuss any two major schemes for promoting women entrepreneurship in India.

### **GROUP – D**

**Q.No. 4. Answer any 2 (two) questions each within 250 words. 15 marks each. [15 X 2 = 30]**

- 'Entrepreneurship is a process' justify the statement and discuss the steps involved in creating an entrepreneurial firm.
- Discuss in detail the 'Theory of Planned Behaviour'.
- Discuss in detail the key elements of making a business plan.
- Discuss the Implications of entrepreneurship for emerging economies like India.

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Time: 3 Hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options. [1 X 10 = 10]***

- i. Nature of Management includes all the following activities *except*:
  - a) It is goal oriented
  - b) It is tangible
  - c) It is universal
  - d) It is multidisciplinary
  
- ii. To formulate basic policies and providing direction and leadership to the organisation as a whole is a function of :
  - a) Top level management
  - b) Middle level management
  - c) Supervisory level management
  - d) None of the above
  
- iii. Specialised knowledge and proficiency in handling specific job is a
  - a) Technical skill
  - b) Human skill
  - c) Conceptual skill
  - d) None of the above
  
- iv. \_\_\_\_\_ is deciding in advance what to do, how to do, when to do and who is to do.
  - a) Planning
  - b) Organizing
  - c) Staffing
  - d) Directing
  
- v. Every individual should have one boss to whom he should report and from whom he should receive order is called
  - a) unity of direction
  - b) unity of command
  - c) accountability
  - d) responsibility
  
- vi. What do we call the process by which Ms. Sipra organizes and interprets her sensory impressions in order to give meaning to her environment?
  - a) Interpretation
  - b) Environmental analysis
  - c) Outlook
  - d) Perception
  
- vii. All of the following are true about learning *except* that it \_\_\_\_\_.
  - a) involves change
  - b) can have a very short duration
  - c) requires a change in behaviour
  - d) requires some form of experience

- viii. Megha is talkative like her mother. Perhaps her personality is because of
- Heredity factors
  - Socialization process
  - family
  - All of the above
- ix. Maslow's theory of motivation explains that the highest level of need that motivates a person is
- Safety needs
  - Social needs
  - Self-actualization need
  - Esteem need
- x. A group that is neither formally structured nor organizationally determined is a
- Formal group
  - Informal group
  - Command Group
  - None of the above

**GROUP – B**

**Q.No. 2. Answer any 4 (four) questions each within 50 words. 5 marks each. [5 X 4 = 20]**

- Why management is considered as a science?
- Explain Span of management.
- Define personality.
- Explain the concept decentralization
- What is organizing?
- Define motivation

**GROUP – C**

**Q.No. 3. Answer any 4 (four) questions each within 200 words. 10 marks each. [10 X 4 = 40]**

- Discuss the nature and scope of management
- Examine the different skills required by a manager in the modern organizations.
- Explain the Six P's of Planning.
- What are the determinants of personality
- Discuss the three important attitudes concerned with job.
- Critically analyse Lewin's change model

**GROUP – D**

**Q.No. 4. Answer any 2 (two) questions each within 250 words. 15 marks each. [15 X 2 = 30]**

- Explain the theories of learning in brief.
- Critically analyse psycho-analytical theory of Sigmund Freud
- Elaborate the steps followed in decision-making process.
- Explain transactional analysis of Eric Berne

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**Term End Examination: June - 2018**  
**Diploma in Entrepreneurship Development**  
**DED-03: Development of Entrepreneurial Skills**

**DED-03**

**Time: 3 Hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group**

**GROUP – A**

**Q.No. 1. Answer all questions selecting the right options.**

**[1 X 10 = 10]**

- i. Dhirubhai Ambani started \_ company  
(a) Jet airways (b) Nestle (c) Jio (d) Reliance Industries
- ii. Who is Narayana Murthy?  
(a) Founder of Infosys (b) Founder of Wipro (c) Founder of Airtel (d) Founder of OLA
- iii. Azim H. Premji is the  
(a) Founder of Infosys (b) Founder of Airtel (c) Founder of OLA (d) Founder of Wipro
- iv. Who built Tata Airlines which later became Air India?  
(a) Ratan Tata (b) JRD Tata (c) Aditya Birla (d) Adi Godrej
- v. Which of the following is not a competency of entrepreneur?  
(a) Quality Consciousness (b) Political Interest  
(c) Commitment to work (d) Efficiency Orientation
- vi. What are the ways to get business ideas from customers?  
(a) Market Survey (b) Customer Complaints (c) Interactions (d) All
- vii. Channel members or middleman provide valuable information on  
(a) Source of raw materials (b) Demand/ Supply position  
(c) Customer preferences and Substitutes (d) All
- viii. In fishbone diagram method of problem solving, the head of the fish indicates\_  
(a) The solution (b) Causes (c) The problem (d) All
- ix. Value analysis is a \_  
(a) Problem solving technique (b) method to find the right price  
(c) Technique to find the cost to produce the item (d) None of these
- x. Which of the following is not a challenge faced by social entrepreneurs in India  
(a) Raising Capital (b) Scalability  
(c) Regulatory environment (d) non-cooperation of public

### **GROUP – B**

**Q.No. 2. Answer any 4 (four) questions each within 50 words. 5 marks each. [5 X 4 = 20]**

- a) Write the important contribution of Karsanbhai Khodidas Patel in brief.
- b) What are some of the sources of business ideas? Please describe each source briefly
- c) Mention at least 5 important characteristics of an entrepreneur
- d) What is Fishbone diagram method of finding a solution to the problem?
- e) What are the characteristics of SMART goals, describe each briefly
- f) Every dreamer is an entrepreneur? The statement is true or false. Justify your answer.

### **GROUP – C**

**Q.No. 3. Answer any 4 (four) questions each within 200 words.10 marks each. [10 X 4 = 40]**

- a) What is innovation and its types, describe each briefly
- b) What are some of risks that the rural entrepreneurs face? Describe them briefly.
- c) What are some of the sources of business ideas? Please describe each source briefly?
- d) Describe Devil's advocate method for problem solving?
- e) Describe Delphi method.
- f) Describe the economic roles of an entrepreneur.

### **GROUP – D**

**Q.No. 4. Answer any 2 (two) questions each within 250 words. 15 marks each. [15 X 2 = 30]**

- a) What are the contributions of Entrepreneur towards Indian economy? Mention in detail..
- b) There are more social Entrepreneurs in India. Discuss the reasons and characteristics and sectors where social entrepreneurship is more visible.
- c) Women face lot of challenges for entrepreneurship in India. Discuss some of the challenges.
- d) Which factors determine entrepreneurial identity? Discuss in detail.

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**Term End Examination : June – 2018**  
**Diploma in Entrepreneurship Development**  
**Business Opportunity Identification**

DED-04

**Time: 3 hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group.**

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]***

- i. A project is feasible and viable implies
  - a) The project is technically viable and economically feasible
  - b) The project is economically viable and technically feasible
  - c) The project is environmentally sustainable
  - d) An opportunity today may not remain opportunity tomorrow
  
- ii. While deciding upon an Opportunity, you must ask yourself
  - a) How comfortable are you with the technology?
  - b) What is the situation of competition?
  - c) How critical is the government support for your product/project?
  - d) All of the above
  
- iii. In the statement 'Only Greenfield projects will be given incentive under the policy', what does 'Greenfield projects' means
  - a) Only agricultural projects
  - b) Project related to forests
  - c) Project not undertaken yet
  - d) Project which is not profitable
  
- iv. What does SIDBI stand for
  - a) Small Indian Development Bank of India
  - b) Small Industries Development Bank of India
  - c) Small Indo-Dutch Bank Inc.
  - d) Smart Industries Development Bank of India
  
- v. What does DIC stand for
  - a) District Industries Centre
  - b) District Inland Corporation
  - c) Development Industrial Corporation
  - d) District Industrial Corporation

- vi. After ascertaining basic factors, one should conduct a **SWOT** analysis of yourself vis-a-vis the identified opportunity. What does the highlighted word stand for
- Strength Weakness Opportunity Triangle
  - Small Weakness and Open Threat
  - Strength Weakness Opportunity Threat
  - Smart World Open Trend
- vii. Which of these may be adopted to identify business opportunity
- Value chain study
  - Sectoral/ sub-sectoral study
  - Pain-point analysis
  - All of the above
- viii. Which one the following is new emerging area for business opportunity
- AI and IoT
  - Pisciculture
  - IT/ITES
  - Horticulture
- ix. Which of these is/are not meant to establish industries
- Software Technology Park (STP)
  - Special Economic Zone (SEZ)
  - Export Promotion Zone (EPZ)
  - Tow Away Zone (TAZ)
- x. Which is the regulatory authority for Venture Capital Funds in India
- IRDA
  - NITI AAYOG
  - SEBI
  - NABARD

### **GROUP – B**

***Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]***

- What is 'Contribution' in calculating Break Even Point?
- Are all Ideas good Business opportunities? Discuss.
- Discuss role of Incubation eco system in promoting Start Ups
- What are different financing options for Startups
- What are the legal entities under which an enterprise can be registered in India?
- Describe Return on Investment.



### **GROUP – C**

**Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]**

- a) Discuss 'Start-up' according to the new Policy of DIPP, Government of India.
- b) Write down the factors to be undertaken in order to identify BOI.
- c) Suggest a business of your dream you feel you fit in, with a SWOT analysis of yourself vis-a-vis the identified business.
- d) What is Break Even Point? How BEP influences costing of a product?
- e) Why Market Survey is necessary before venturing into an enterprise?
- f) What is Market Demand? Analyse.

### **GROUP – D**

**Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]**

- a) Mr. Sumant Behura has worked for 5 years as Manager in a local restaurant of Rourkela city. He is looking for a business opportunity for himself.

Case :

To takeover a theme-based restaurant in the city of Bhubaneswar in partnership with his friend working in an IT firm at Bhubaneswar. The Restaurant has Rs. 10 lakh in bank and Rs. 40 lakh of debt in the balance sheet. The restaurant is well located in the heart of the city. It has an annual turnover of Rs. 30 lakhs. The average annual y-o-y growth rate for last 3 years has been 12%.

Analyse the case and answer:

- i. Is the given case a good business opportunity for him? Yes or No, justify.
  - ii. Articulate 3 potential risks related to the new business opportunity.
  - iii. Enlist 5 approaches to increase annual growth rate
- b) Find sources of information for Market Survey. What are the tools required to carry out a Market Survey?
  - c) Describe the concept of Working Capital. How do you assess your working capital requirement?
  - d) What do we mean by 'Environmental Scanning'? Discuss

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Time: 3 hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group.

GROUP – A

*Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]*

- i. According to the MSMED Act 2006, a small enterprise engaged in manufacturing will have maximum investment up to:
  - a. ₹5 Crores
  - b. ₹1 Crores
  - c. ₹10 Crores
  - d. ₹2 Crores
  - e. ₹4 Crores
- ii. Which of the following is NOT a “force” as per Porter’s five forces model?
  - a. Industry Rivalry
  - b. Supplier’s Bargaining Power
  - c. Buyer’s Bargaining Power
  - d. Employer’s Bargaining Power
  - e. Threat of Substitutes
- iii. In the Value Chain Analysis Model, which of the following is given as a support activity?
  - a. Marketing and Sales
  - b. Inbound Logistics
  - c. Outbound Logistics
  - d. Operations
  - e. Technology
- iv. Which of these is NOT a competitive strategy in Porter’s Generic Strategies model?
  - a. Cost Leadership
  - b. Cost Focus
  - c. Differentiation
  - d. Organizational Leadership
  - e. Focussed Differentiation
- v. SWOT in SWOT analysis are:
  - a. Strength, Weakness, Organization, Technology
  - b. Supply, Work, Organization, Technology
  - c. Strength, Weakness, Operations, Threat
  - d. Strength, Weakness, Opportunity, Threat
  - e. Strength, Weakness, Operations, Technology
- vi. A Mission of a company is
  - a. More long-term than its objectives and goals
  - b. Less long-term than its objectives and goals
  - c. More or less the same term as its objectives and goals
  - d. More long-term than objectives but less long-term than goals
  - e. Less long-term than objectives but more long-term than goals
- vii. Which of the following is not a growth strategy?
  - a. Diversification
  - b. Acquisition
  - c. Market Penetration
  - d. Product Research

- e. Market Expansion
- viii. What is ABC accounting?
  - a. Activity Basic Cost Accounting
  - b. Available Basic Cost Accounting
  - c. Activity Based Cost Accounting
  - d. Accounting Based Cost Accounting
  - e. Arbitrary Basic Cost Accounting
- ix. Which of these is the purpose of recruitment?
  - a. Make sure that there is match between cost and benefit
  - b. Help increase the success rate of the selection process by reducing the number of visibly underqualified or over qualified job applicants.
  - c. Help the firm create more culturally diverse work - force
  - d. To justify the salaries of the HR department personnel
  - e. None of the above
- x. \_\_\_\_\_ refers to the learning opportunities designed to help employees grow.
  - a. Training
  - b. Development
  - c. Education
  - d. Selection
  - e. All of the above

### GROUP – B

**Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]**

- a) What is the difference between Objectives and Goals of a company?
- b) What is the threat of new entrants in Porter's 5 forces model?
- c) List the 4 generic strategies for competition.
- d) List the benefits of proper selection.
- e) List the benefits of proper training.
- f) What is management by objectives?

### GROUP – C

**Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]**

- a) Define a micro Enterprise and please elaborate on the importance of a micro enterprise in the context of the Indian economy.
- b) Please draw the Porter's 5 forces model and elaborate on each of the five forces.
- c) Please do a SWOT analysis of India the context of the World economy.
- d) Conduct a Value Chain Analysis on the following business.

With angel funding of \$250K, RoadCast now caters to 30 enterprise customers and other B2C companies across five countries.

Startup: RoadCast

Founders: Anshul Jain, Vishal Jain and Rahul Mehra

Year it was founded: 2015

Where is it based: Delhi

The problem it solves: Simplifying GPS tracking of goods and assets on vehicles

Sector: Logistics

Funding raised: Undisclosed funding from India and Singapore based angel investors  
A few years ago, when Rahul Mehra, Vishal Jain and Anshul Jain were travelling with their families, it was a classic situation of, "Where are you?" or "Are we there yet?" It was difficult to co-ordinate and track everyone in the family, while on the road.

That was when the trio realised that this situation was not restricted only to group travel, but manifested in many other ways too.

Rahul recalls, "Sometimes the question is asked by our boss, at other times by our mum or friend. That's when we thought that if there was a platform that connected people while they were travelling, it would solve a host of pain points."

That is how RoadCast came into being in 2015. Using that idea, the founding team of RoadCast worked on a set of business solutions.

RoadCast is a tech-driven platform built for asset monitoring, fleet management, and vehicle tracking. The aim is to enable businesses with constantly moving on-field resources, such as sales force and vehicles. Through real-time tracking of employees, vehicles or product orders, organisations can ensure quickest, safest and most efficient handling of logistical operations while being in constant communication with the end customer.

Rahul says logistics companies and those with delivery-based business models have been facing the problem of tracking their fleet on the road.

"Once the vehicles or on-road assets leave the premises, there is little to no visibility. Even if there is communication in some form, there is a high degree of discrepancy that gives rise to inefficiencies," he says.

RoadCast helps businesses gain visibility and also allows them to improve operational efficiency in terms of their workforce. The team comprises 20 people.

The company recently closed its angel round of funding, which saw participation from high net worth individuals (HNI) from the UAE. The round saw RoadCast raising \$250,000.

### **The road taken**

RoadCast has its headquarters in Delhi. Its client acquisition attempts began much before the entire product was developed as the organisation wanted to find and understand the particular needs of a business that would require its services.

Rahul says, "Prospective clients were asked about the problems that the organisation faced and then a customised solution was developed to solve them within the existing platform. In this way, RoadCast was able to onboard new clients while also making the platform capable of solving a variety of problems based on real-world feedback."

He says that even now, the same strategy is quite effective in ensuring that the platform evolves in the right way, solving a diverse range of real problems. Currently, RoadCast has 30 enterprise customers and several B2C customers across five countries. However, 90 percent of the customers are in India.

"RoadCast has a subscription-based revenue model where the customers pay us monthly, quarterly or annually for the services. The platform charges an advance subscription that ensures steady cash flows," Rahul says. The company is on the verge of breaking even and aim to significantly increase its revenue and profits over the next 5-6 months.

As a company, RoadCast's unique selling point lies in the fact that each of the three founders bring something unique and essential to the table - Vishal's expertise in finance, Anshul's expertise in tech, and Rahul's expertise in brand design and marketing.

"It's like a perfect mix of the right ingredients for a delicious dessert," Rahul says. He

added to say that innovation is the product's USP.

He says, "The team has gone to great lengths to create something new and unique and that actually solves a problem. If something already exists, RoadCast doesn't just find new ways to sell it but also looks for ways to create a new technology around it."

### **Facing competition and challenges**

According to Rahul, the key lies not in developing and selling a technology, but retaining customers by providing an efficient service.

He shares, "When dealing with enterprise customers, you cannot operate like a startup even though you are one. Retaining existing and older business engagements can also prove to be a tricky task. Also, the founders will not be able to look at every aspect of the business, leading to a lot of decentralisation. In the B2B space, creating a sales, servicing and marketing team that can show the same passion for the venture as the core group is a challenge."

In an industry approximately valued at \$3 billion in India, Roadcast aims to emerge as an organisation identified by tech-based innovation and end-to-end resource management.

Currently, RoadCast provides its services to some big names across various industries in India such as Instapizza, Sushiya, Toyota, Hyundai, Gopala, 3S healthcare, fabFresh, to name a few and plans to venture into the Middle East soon.

It has even extended its services to vital public sector agencies, most prominent of them being its ongoing fleet tracking project with Delhi Police.

About learnings from the journey so far, Rahul says, "It is imperative to keep your revenue model strong, hustle every day, and be like water. Shape your business and product according to the changing market dynamics. Focus on creating a stable product that provides an extremely satisfying customer experience. This ensures that minimum effort is spent in selling the product, and it sells on its own."

Source: Yourstory report

- e) Please elaborate on the requirement for Training of employees in a small business.
- f) Please elaborate on ABC accounting. List all pros and cons of ABC Accounting.

### **GROUP – D**

***Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]***

- a) Please list the benefits provided by the Stand-up India scheme. Elaborate on the need for such schemes in the context of the Indian economy
- b) Elaborate on the process of creating Vision, Mission, Objectives and Goals. How to derives Objectives and goals for an organization and convert them to tasks for implementation?
- c) List and elaborate on generic strategies for competition that can be adopted by small businesses.

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**Term End Examination : June – 2018**  
**Diploma in Entrepreneurship Development**  
**Institutional Support System**

DED-06

**Time: 3 hours**

**Full Marks: 100**

**Read the instructions carefully before attempting questions from each group.**

**GROUP – A**

**Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]**

- i. A micro enterprise is one in which the investment in plant and machinery does not exceed Rs. ....  
(a) 25 lakhs                      (b) 50 lakhs                      (c) 1 crore                      (d) 10 lakhs
  
- ii. A small enterprise is one in which the investment in plant and machinery is more than Rs..... But does not exceed Rs.....  
(a) 10 lakhs / 2 crores                      (b) 25 lakhs / 5 crores  
(c) 5 crores / 10 crores                      (d) 2 crores / 5 crores
  
- iii. A medium enterprise is one in which the investment in plant and machinery is more than Rs ..... But does not exceed Rs .....  
(a) 10 lakhs / 2 crores                      (b) 25 lakhs / 5 crores  
(c) 5 crores / 10 crores                      (d) 2 crores / 5 crores
  
- iv. A micro enterprise is one in which the investment in plant and machinery does not exceed Rs.....  
(a) 25 lakhs                      (b) 50 lakhs                      (c) 1 crore                      (d) 10 lakhs
  
- v. A small enterprise is one in which the investment in plants and machinery is more than Rs ..... But does not exceed Rs .....  
(a) 10 lakhs / 2 crores                      (b) 25 lakhs / 5 crores  
(c) 5 crores / 10 crores                      (d) 2 crores / 5 crores
  
- vi. A medium enterprise is one in which the investment in plant and machinery is more than Rs ..... but does not exceed Rs.....  
(a) 10 lakhs / 2 crores                      (b) 25 lakhs / 5 crores  
(c) 5 crores / 10 crores                      (d) 2 crores / 5 crores
  
- vii. .... Units provide inputs to other industries.  
(a) Export                      (b) small                      (c) ancillary                      (d) none of these

- viii. .... Registration helps the entrepreneur to take necessary steps to bring industrial units into existence.  
(a)Provisional (b) permanent (c) both of these (d) None of these
- ix. The MSME Development Act came into force in .....  
(a)2005 (b)2006 (c) 2010 (d)2001
- x. Capital investment subsidy was introduced in .....  
(a)1973 (b)1971 (c)1972 (d) 1970

### **GROUP – B**

***Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]***

- What is short term finance?
- What is joint venture?
- What is crowd funding?
- Who is a vulture capitalist?
- What is decision support system?
- What do you mean by cluster based development?

### **GROUP – C**

***Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]***

- Write the difference between merger and acquisition.
- Write the difference between licensing and franchising.
- Discuss the role of IDCO in terms of business in Odisha.
- Explain various types of venture capitals.
- What is incubation? Discuss the objective of the ATAL Incubation Centre (AIC).
- What do you mean by decision support system?

### **GROUP – D**

***Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]***

- Are merger and acquisition is beneficial? Examine from the view points of the involved parties, government and economy as such.
- How does a small scale enterprise contribute towards socio-economic welfare of the country?
- Discuss various business models of e-commerce.
- Explain the sources of finance for industry / business.



**Term End Examination : June – 2018**  
**Diploma in Entrepreneurship Development**  
**Business Communication and Ethics in Business**

DED-07

**Time: 3 hours**

**Full Marks: 100**

Read the instructions carefully before attempting questions from each group.

**GROUP – A**

***Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]***

- i. The word “ \_\_\_\_\_ ” is derived from the Latin word ‘communicare’.  
a. Community      b. Communication      c. Caring      d. None
- ii. Touch is also a non-verbal form of communication. This referred to as \_\_\_\_\_.  
a. Proxemics      b. Chronemics      c. Haptics      d. None
- iii. The term ethics is derived from the Greek word \_\_\_\_\_, which means character.  
a. Ethos      b. Etios      c. Ettore      d. None
- iv. “ \_\_\_\_\_ is a social movement seeking to augment the rights and powers of buyers in relation to sellers ”.  
a. Consumerism      b. Societal Marketing      c. Social Advocacy      d. None
- v. The consumers who don’t shop with a specific product or service in mind are called \_\_\_\_\_.  
a. Impulsive Consumers      b. Loyal Consumers  
c. Discount Consumers      d. None
- vi. \_\_\_\_\_ questions in a telephone interview are used to test the background information of the candidate.  
a. Technical      b. General      c. Behavioural      d. None
- vii. In a \_\_\_\_\_ based GD, candidates may be given a current topic or happening or even an incident.  
a. Fact      b. case study      c. controversy      d. None
- viii. In \_\_\_\_\_ communication, the recipient receives information from signboards, displays, hoardings, banners, maps etc.  
a. Visual      b. Verbal      c. Nonverbal      d. None
- ix. Constant communication between the management and employees is of utmost importance in inculcating \_\_\_\_\_.  
a. Informal Channel      b. Workplace ethics      c. Consumerism      d. None
- x. \_\_\_\_\_ is defined as adhering to a moral code in daily decision making.  
a. Integrity      b. Morality      c. Values      d. None

**GROUP – B**

***Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]***

- a) What is Telephone Interview? Write its importance.
- b) What is ethics? Why do we need ethics?
- c) Why is nonverbal communication important? Give examples.
- d) What are the steps involved in GD?
- e) Enumerate consumer rights as per the Consumers' International.
- f) What is organisational culture? Why do we need it?

**GROUP – C**

***Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]***

- a) What are the essentials of a Presentation?
- b) Write the types of Code of Ethical Conduct. What is the ethical behaviour formula?
- c) Do values drive behaviour? Justify.
- d) Distinguish between formal and informal communication.
- e) What is the need for consumer protection? Who protects consumer rights?
- f) Write notes on any two of the following:
  - i. Values
  - ii. Use of PowerPoint in Presentation
  - iii. Business Communication Process
  - iv. Developing interview skills

**GROUP – D**

***Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]***

- a) You have been asked to train a group of interns on "Telephone Interview". You plan to use PPT for the training. Write the process of preparing for this presentation. Also, demonstrate the PPT slides by drawing them on your answer sheet.
- b) Explain different Consumer rights with appropriate examples.
- c) What are the various barriers to communication? Explain with examples.
- d) Answer the following telephonic interview questions:
  - i. Tell us about yourself.
  - ii. What are your strengths?
  - iii. What is your leadership style?
  - iv. How can you motivate your team?
  - v. What are your hobbies?