



ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର, ଓଡ଼ିଶା
Odisha State Open University, Sambalpur, Odisha
Established by an Act of Government of Odisha.

Assignment June 2019

Semester – 1

Diploma in Entrepreneurship Development (DED)

Course Code	Name of the Course	Date of Submission
DED-01	Introduction to Entrepreneurship	5 th May 2019
DED-02	Management Concepts and Organisational Behaviour	5 th May 2019
DED-03	Development of Entrepreneur Skills	5 th May 2019
DED-04	Business Opportunity Identification	5 th May 2019

Please read the instructions carefully before attempting assignment questions.

INSTRUCTIONS

Dear Learner,

Greetings from Odisha State Open University.

You are required to submit one assignment per course within the stipulated time in order to become eligible to appear in the term-end examination. The assignments will be evaluated by the counselors at your Study Centre. Please submit your assignment to the Coordinator of the Study Centre. Before you attempt the assignments, please go through the course materials carefully. Please read the instructions pertaining to an assignment before you start writing your answer. Do not copy from the course material or from any other source. You are advised to read the material, understand the same and write answers in your own language and style so that you will get good marks/grades.

Purpose of assignments

1. Assignments are part of the continuous evaluation process in Open and Distance Learning (ODL) system.
2. This will help you for better performance in the term-end examination. If you secure good grades/marks in assignments, your overall performance will improve.
3. Your assignment, after evaluation, will be returned to you with comments by the evaluator.
4. This will help you to know your strength as well as your weakness. Thus, it will establish a two-way communication between learner and evaluator.

How to write assignments

1. Write your name, programme code, course title, enrollment no. and study centre code on the top sheet of the assignment answer booklet.
2. Write the answers in your handwriting. Give sufficient margin in the left side of each page so that the evaluator will give comments on each paragraph/page.
3. Do not cross the word limit given in each question.
4. Your handwriting should be neat and readable.

Weightage for each assignment

1. Each assignment will be of 100 marks but it will carry 25% weightage
2. Similarly, the Term End Examination will be of 100 marks but will carry 75% weightage.
3. You have to score minimum pass mark i.e. 40% in each assignment.
4. In case you do not submit assignment or get fail mark in assignment you have to re-submit in the next year.

DED-01: Introduction to Entrepreneurship

Assignment Questions

Group-A (1x10=10 Marks)

1. Answer all the questions.
 - a. Among the following which is not a characteristic of entrepreneur?
 - a.i. Achievement Motivation
 - a.ii. Need for autonomy
 - a.iii. Moderate Risk taker
 - a.iv. External locus of control
 - b. Who among the following coined the term 'entrepreneurial alertness'?
 - b.i. Israel Kirzner
 - b.ii. Adam Smith
 - b.iii. Joseph Schumpeter
 - b.iv. David B. Audretsch
 - c. Which of the following is not a part of an entrepreneurial culture in an organisation?
 - c.i. Open Communication
 - c.ii. Celebrate Failure
 - c.iii. Rigid Bureaucracy
 - c.iv. Team Leadership
 - d. Among the following which best describes an entrepreneurial firm?
 - d.i. They are employee friendly
 - d.ii. They believe in customer service
 - d.iii. They are environment conscious
 - d.iv. They are Innovative
 - e. An entrepreneur generally attributes success to his or her own efforts and abilities rather than fate or luck. This phenomena is known as,
 - e.i. External Locus of Control
 - e.ii. Internal Locus of control
 - e.iii. Self Determination
 - e.iv. Persistence
 - f. Which Ministry looks after small and medium enterprises in India?
 - f.i. Ministry of Labor and employment

- f.ii. Ministry of skill and entrepreneurship
- f.iii. MSME
- f.iv. DIPP
- g. Under the Start-up India Initiative, A Start-up is defined as any business, in operation for ----- from its start, become eligible for government-sponsored funding, tax and other benefits.
 - g.i. 10 years
 - g.ii. 7 years
 - g.iii. 5 years
 - g.iv. 3 years
- h. When an employee in an organisation exhibit entrepreneurial qualities and work towards solving a specific problem, They are known as,
 - h.i. Achievers
 - h.ii. Problem Solvers
 - h.iii. Best employees
 - h.iv. Intrapreneur
- i. Which is not a part of a business plan?
 - i.i. Details of patents and trademark
 - i.ii. Market Analysis
 - i.iii. Management team
 - i.iv. Financial Projection
- j. A _____ Innovates by finding a new product, a new service, or a new approach to address a social problem.
 - j.i. Lifestyle Entrepreneur
 - j.ii. Intrapreneur
 - j.iii. Social Entrepreneur
 - j.iv. Technopreneur

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. State any two differences between an entrepreneur and manager.
 - b. What are the defining characteristics of a necessity entrepreneur?
 - c. What is entrepreneurial opportunity?
 - d. Briefly write on entrepreneurial alertness.

- e. What is an Incubator and briefly write its significance in supporting entrepreneurship development?
- f. Briefly write about social entrepreneurship.

Group-C (10x4=40 Marks)

- 3. Answer any four in 200 words for each
 - a. Discuss the positive contribution of entrepreneurship.
 - b. Discuss the major initiatives taken by the Govt. to promote entrepreneurship in India.
 - c. Discuss the major problems faced by female entrepreneurs in India.
 - d. Discuss about different methods of idea generation?
 - e. Discuss in detail the three important entrepreneurial traits by citing examples of successful entrepreneurs.
 - f. State the difference between managed economy vs. entrepreneurial economy.

Group-D (15x2=30 Marks)

- 4. Answer any two in 250 words for each
 - a. What is theory of effectuation? Discuss the five elements of it and its significance for entrepreneurship.
 - b. Discuss the five major component of entrepreneurial leadership.
 - c. By taking examples of few successful entrepreneurs, discuss how they have exploited an opportunity to establish a profitable enterprise?
 - d. Discuss the stages involved in opportunity recognition.

DED-02: Management Concepts and Organisational Behaviour
Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
 - a. Authority
 - b. Unity of command
 - c. Planning
 - d. Organizing
 - e. Staffing
 - f. Directing
 - g. Controlling
 - h. Motivation
 - i. Leadership
 - j. Charisma

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. "Delegation is the key to administrative effectiveness". Elucidate.
 - b. How does morale boost the productivity?
 - c. What do you mean by decentralization of power and authority?
 - d. Mention the differences between verbal and non-verbal communication.
 - e. Define learning. Mention the different approaches to learning.
 - f. Write a note on group cohesion.

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. What is decision-making? What are its basic characteristics?
 - b. 'We do not see things as they are, we see things as we are.' Explain in the context of organizational behaviour.
 - c. Identify the factors those affect personality. Briefly describe the various theories on personalities.
 - d. Examine the different skills required by a manager in the modern organizations.
 - e. Explain the concept of 'division of labour / specialisation'. Why it is considered to be important?

- f. Why attitude is considered to be most important? Explain in detail how attitudes are formed?

Group-D (15x2=30 Marks)

4. Answer any two in 250 words for each
- ‘Management is the trinity of art, science and profession’. Explain with example.
 - Discuss the important characteristics of ‘Management by Objectives’.
 - What do you understand by the term ‘Levels of Management’? Describe the different levels of management.
 - Describe any two theories related to motivation.

DED-03: Development of Entrepreneur Skills

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
 - a. Dhirubhai Ambani started _ company
 - a.i. Jet airways
 - a.ii. Nestle
 - a.iii. Jio
 - a.iv. Reliance Industries
 - b. Who is Narayana Murthy?
 - b.i. Founder of Infosys
 - b.ii. Founder of Wipro
 - b.iii. Founder of Airtel
 - b.iv. Founder of OLA
 - c. Azim H. Premji is the
 - c.i. Founder of Infosys
 - c.ii. Founder of Airtel
 - c.iii. Founder of OLA
 - c.iv. Founder of Wipro
 - d. Who built Tata Airlines which later became Air India?
 - d.i. Ratan Tata
 - d.ii. JRD Tata
 - d.iii. Aditya Birla
 - d.iv. Adi Godrej
 - e. Which of the following is not a competency of entrepreneur?
 - e.i. Quality Consciousness
 - e.ii. Political Interest
 - e.iii. Commitment to work
 - e.iv. Efficiency Orientation
 - f. What are the ways to get business ideas from customers?
 - f.i. Market Survey
 - f.ii. Customer Complaints

- f.iii. Interactions
- f.iv. All
- g. Channel members or middleman provide valuable information on
 - g.i. Source of raw materials
 - g.ii. Demand/ Supply position
 - g.iii. Customer preferences and Substitutes
 - g.iv. All
- h. In fish-bone diagram method of problem solving, the head of the fish indicates _____.
 - h.i. The solution
 - h.ii. Causes
 - h.iii. The problem
 - h.iv. All
- i. Value analysis is a _____.
 - i.i. problem solving technique
 - i.ii. method to find the right price
 - i.iii. technique to find the cost to produce the item
 - i.iv. none of the above
- j. Which of the following is not a challenge faced by social entrepreneurs in India?
 - j.i. Raising Capital
 - j.ii. Scalability
 - j.iii. Regulatory environment
 - j.iv. Non-cooperation of public

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. Write the important contribution of Karsanbhai Khodidas Patel.
 - b. What are some of the sources of business ideas?
 - 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 (10x4=40 Marks)

3. Answer any four in 200 words for each

- a. What is innovation? What are the various types of innovations? 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? 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 (15x2=30 Marks)

4. Answer any two in 250 words for each
 - 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.

DED-04: Business Opportunity Identification

Assignment Questions

Group-A (1x10=10 Marks)

1. Define the following and answer all the questions
 - a. Which among the following is not a method of market / situation analysis?
 - a.i. Porter's Five Forces
 - a.ii. SWOT analysis
 - a.iii. PESTEL analysis
 - a.iv. Porter's Value Chain analysis
 - b. Which of the following is not a part of the 5Cs analysis?
 - b.i. Company
 - b.ii. Customer
 - b.iii. Climate
 - b.iv. Communication
 - c. Who among the following is not a collaborator for a business or an entrepreneur?
 - c.i. Partner
 - c.ii. Supplier
 - c.iii. Distributor
 - c.iv. Competitor
 - d. Which of the following is a part of the business climate?
 - d.i. Political and regulatory environment
 - d.ii. Economic environment
 - d.iii. Social and cultural environment
 - d.iv. All of the above
 - e. SWOT analysis stands for _____ ?
 - e.i. Strength, Weakness, Occasion and Treat
 - e.ii. Senior, Women, Old and Team
 - e.iii. Strength, Weakness, Opportunity and Team
 - e.iv. Strength, Weakness, Opportunity and Threat
 - f. Which of the following is not a part of the Porter's Five Forces model?
 - f.i. Bargaining power of suppliers
 - f.ii. Bargaining power of buyers

- f.iii. Threat of substitute product of services
- f.iv. Threat of loss
- g. Which among the following is not a part of the PESTEL analysis?
 - g.i. Political
 - g.ii. Environmental
 - g.iii. Legal
 - g.iv. Seasonal
- h. Which among the following is not a part of the competitor analysis?
 - h.i. identity competitors
 - h.ii. assessment of competitors
 - h.iii. future initiatives of competitors
 - h.iv. country of origin
- i. Which of the following is a part of the customer analysis?
 - i.i. Demographic features
 - i.ii. Psychographic features
 - i.iii. All of the above
 - i.iv. None of the above
- j. Which of the following is not a part of the threat of substitute product?
 - j.i. Relative price of substitute products
 - j.ii. Relative quality of substitute products
 - j.iii. Switching cost to buyers
 - j.iv. Switching cost for competitors

Group-B (5x4= 20 Marks)

2. Answer any four in 50 words for each
 - a. What do you mean by market assessment?
 - b. What do you mean by competitive forces?
 - c. What is a business plan?
 - d. What is SWOT analysis?
 - e. What do you mean by feasibility study?
 - f. What is PESTEL analysis?

Group-C (10x4=40 Marks)

3. Answer any four in 200 words for each
 - a. What is marketing research? Why is it important?

- b. What is market intelligence? Discuss different sources for market intelligence.
- c. What are the characteristics of a good research report?
- d. What are the most important characteristics of a good business plan?
- e. Explain the importance of feasibility study.
- f. Discuss about the purpose of a Detailed Project Report (DPR).

Group-D (15x2=30 Marks)

- 4. Answer any two in 250 words for each
 - a. Mention the various sources of financing for start-up business.
 - b. What do you mean by business incubation? Discuss its role and types.
 - c. How to identify business opportunity? Explain with example in the context of Odisha.
 - d. Prepare a Detailed Project Report (DPR) for a business of your choice.