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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)
EXAMINATION : DECEMBER - 2023
SEMESTER - VI

Sub. : Entrepreneurship Development (BBA15-612)

Date :20/12/2023

Total Marks : 60

Time: 10.00 am To 12.30pm

- Instructions:** 1) All questions are compulsory.
2) Figures to the right indicate full marks.

Q. 1. Choose the most appropriate option. (05)

- District Industries Centres are located _____.
a) in each state. b) in each district.
c) only in selected districts. d) only in selected states
- SIDBI was set up as a subsidiary of _____.
a) IDBI. b) IFCI.
c) ICICI d) HDFC
- NIESBUD was established in _____.
a) 1989 b) 1986
c) 1983 d) 1980
- Entrepreneurship can best be described as _____.
a) process involving innovation, new products or services, and value creation.
b) having a strong vision.
c) taking a significant risk in a business context. d) a process that requires setting up a business.
- E.D.I.I was developed by the _____.
a) Government of India b) State Government
c) Public sector banks d) All India Financial Institutions

Q. 2. State True / False (05)

- Entrepreneurship can be learned by anyone, it's not something that can simply learn in a classroom.
a) True b) False
- Certain skills, such as communication, delegating and respecting others can only be acquired through practice and "developing "habits of character"
a) True b) False
- An Entrepreneur must hesitate for personal or other reasons.
a) True b) False
- Habits of character may not strictly be related to business but are to do with the kind of person the entrepreneur is and what he/she does.
a) True b) False
- New ideas help make a business venture successful.
a) True b) False

Q. 3. Write Short notes on (Any Three) (15)

1. An entrepreneur is an individual who takes moderate risks and brings innovation. Comment on this statement.
2. Write down the steps involved in Preparation of Project Report.
3. What is the role of the Entrepreneurship in economic development?
4. Women empowerment should be one of the primary goals of a society. Comment on this statement.
5. Discuss the qualities that are required to become a good entrepreneur.

Q. 4. Answer in detail (Any Two) (20)

1. Explain why National Institute for Entrepreneurship & Small Business Development (NIESBUD) was established?
2. How the small scale industries can assist in the development of any economy?
3. Discuss the role of state government agencies in providing assistance for the development of industries.

Q. 5. Case study (Any One) (15)

1. The Indian retail industry has strong linkages with the economic growth and development of the economy. India is one of the largest emerging markets. It is one of the largest economies in the world in terms of purchasing power. Retailing in India is at an emerging stage of its evolution. Organized retailing has become more popular in big cities in India and most of the metropolitan cities and other big cities are flooded by modern organized retail stores. Many semi-rural areas have also witnessed entry of such organized retail outlets. Indian retail industry is currently estimated at US\$ 490 billion. India's retail market is expected to touch a whopping Rs 47 trillion (US\$ 782.23 billion) by 2016-17, expanding at a compounded annual growth rate (CAGR) of 15 percent, according to a study by a leading industrial body. The total organized retail supply in 2013 stood at approximately 4.7 million square feet (sq.ft), witnessing a strong year-on-year (y-o-y) growth of about 78 percent over the total mass supply of 2.5 million sq.ft in 2012. The foreign direct investment (FDI) inflows in single-brand retail trading during the period April 2000-January 2014 stood at US\$ 98.66 million. Retailing as a whole contributes almost 14-15% of India's GDP and employs almost 8% of India's employable population.

Big Bazaar is credited with bringing organized mega retailing to India. The project was conceived as a uniquely Indian hypermarket in a format that combined the look, touch and feel of Indian bazaars with the comfort, convenience and quality that modern retailing brings. Launched in August 2001, Big Bazaar has now become the iconic destination of modern retailing for all sections of Indian consumers. There are more than hundred Big Bazaar stores in big cities as well as smaller towns like Sangli, Durgapur, Panipat, Palakkad, Ambala, Meerut, Kolhapur and Haldia. Attracting over 100 million customers every year, it has democratized shopping in India and become synonymous with great promotions that offer quality products at affordable prices. This typical Big Bazaar store offers over 1,60,000 products across categories like apparel, general.

Questions:

- (a) What are the entrepreneurial opportunities you can find in retail sector in India?
- (b) How organized retailing has become more popular in big cities in India?
- (c) How Big Bazaar retail store would retain its business in today's competitive world among retail firms?

2. BASIX is a livelihood promotion institution established in 1996, working with over a 3.5 million customers, over 90% being rural poor households and about 10% urban slums dwellers. BASIX works in 17 states i.e. Andhra Pradesh, Karnataka, Odisha, Jharkhand, Maharashtra, Madhya Pradesh, Tamilnadu, Rajasthan, Bihar, Chhattisgarh, West Bengal, Delhi, Uttarakhand, Sikkim, Meghalaya, Assam and Gujrat, 223 districts and over 39,251 villages. It has a staff of over 10,000 of which 80% are based in small towns and villages. BASIX mission is to promote a large number of sustainable livelihoods, including for the rural poor and women, through the provision of financial services and technical assistance in an integrated manner. BASIX will strive to yield a competitive rate of return to its investors so as to be able to access mainstream capital and human resources on a continuous basis.

BASIX strategy is to provide a comprehensive set of livelihood promotion service which includes Financial Inclusion Services (FINS), Agricultural/Business Development Services (Ag/BDS) and Institutional Development Services (IDS) to rural poor households under one umbrella. The holding company of BASIX group is called Bharatiya Samrudhi Investments and Consulting Services (BASICS) which started operation in 1996 as India's first "new generation livelihood promotion institution". BASIX has initiated single-window provision of comprehensive financial services to poor under the Business Correspondent framework. Due to regulatory restrictions, it was not possible to provide savings and remittance service to poor. But later it created a good popularity in the rural areas of India.

Questions:

- (a) Emphasize the role of BASIX micro finance Ltd in rural villages of India
- (b) Is this a right way to provide the livelihood to the rural India by BASIX? Justify its entrepreneurial ability.
- (c) Suggest a suitable title for the above case.
