

COURSE CODE (CREDITS): 23BBWHS331 (4)

MAX. MARKS: 35

COURSE NAME: ENTREPNEURSHIP DEVELOPMENT

COURSE INSTRUCTORS: Dr Tanu Sharma

MAX. TIME: 2 Hours

*Note: (a) All questions are compulsory.**(b) Attempt questions in chronological order*

Q.No	Question	CO	Marks
Q1	Explain the difference between internal (organic) and external (inorganic) growth strategies. Which is more sustainable in the long run? Substantiate your answer with suitable examples from the industry.	CO[4]	4
Q2	Explain how companies use innovation-led strategies to gain competitive advantage. Analyze with reference to Apple, Tesla, or Reliance Jio.	CO[3]	4
Q3	Explain the early warning signals of sickness in SSI units. How can timely diagnosis help in preventing industrial failure?	CO[3]	4
Q4	Rohit started a small food-processing business producing organic snacks. Initially, sales were good due to market excitement. However, within two years, the business began facing multiple challenges. Rohit struggled with inconsistent supply of raw materials, as farmers could not supply high-quality organic produce regularly. Costs increased due to poor financial planning, and Rohit had not maintained proper accounts. He also faced difficulty in hiring skilled workers, since trained staff preferred Larger companies. Marketing efforts were weak—Rohit relied only on word-of-mouth and did not use digital platforms. Due to lack of experience, he could not handle competitive pressure from bigger brands entering the organic snack market. By the end of the second year, sales dropped sharply and cash-flow problems emerged. Rohit was unsure whether to expand, bring in a partner, or shut down the business.	CO[1]	5
Answer the following questions			
A. Identify the major problems faced by Rohit as an entrepreneur. Explain how these problems can affect business survival.			
B. What steps should Rohit take to improve financial management and			

	<p>stabilize the cash flow of his business?</p> <p>C. Analyse the role of marketing in this case. What marketing strategies should Rohit adopt to revive his business?</p> <p>D. Suggest human resource-related measures Rohit can take to address the difficulty of hiring and retaining skilled workers.</p> <p>E. If you were a consultant, what strategic options would you recommend to Rohit—expansion, partnership, or closure? Give reasons.</p>		
Q5	<p>A rapidly growing startup adds new departments, new managers, and new technologies, leading to confusion and duplication of work.</p> <p>What type of organizational complexity is emerging? How can the founders manage it?</p>	CO[5]	3
Q6	Using Hofstede's Individualism vs. Collectivism dimension, analyze why American and Japanese employees differ in their approach to teamwork and recognition.	CO[4]	3
Q7	Explain how technological innovation contributes to business growth. Support your answer with recent examples from Indian startups (e.g., Zomato, Byju's, Ola).	CO[5]	3
Q8	"Most SSI units fall sick not due to lack of demand, but due to poor management." Examine this statement analytically.	CO[4]	4
Q9	Government plays a crucial role in promoting, funding, regulating, and supporting business incubation systems. Discuss the key role played by the government.	CO[5]	5