



RF-4307-08

**M. B. A. (Sem. II) (FT) &
M. B. A. (Sem. IV) (Eve.) Examination
April / May – 2010
Development of New Enterprises**

Time : 3 Hours]

[Total Marks : 100

RF-4307

Instructions :

(1)

नीचे दशांशके निशानीवाणी विगतो उत्तरवही पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.		Seat No. :	
Name of the Examination :		<input type="text"/>	
M. B. A. (SEM. 2) (FT) & M. B. A. (SEM. 4) (EVE.)		<input type="text"/>	
Name of the Subject :		<input type="text"/>	
DEVELOPMENT OF NEW ENTERPRISES		<input type="text"/>	
Subject Code No. : 4 3 0 7		Section No. (1, 2.....) : 1	
		Student's Signature	

- (2) Answers to Section I and Section II must be written in two separate answer books.
(3) Figures to the right indicate full marks of the question.
(4) All questions are compulsory.

- 1 Explain the importance of SSI sector to the overall growth and development of the Indian Economy. Also mention the strengths and weakness of the SSI sector and the opportunities and threats faced by it. 14
- 2 Answer any three : 36
- (a) Explain the enabling environmental factors for the promotion and development of entrepreneurship.
- (b) How would you go about doing demand and market analysis for an entrepreneur intending to manufacture automobile components?
- (c) How far in India the institutional infrastructure for the promotion of entrepreneurs has taken place? Illustrate in the context of different institutions set up by the government.
- (d) Discuss the factors affecting choice of technology in a project.
- (e) Write short note :
(i) SIDBI
(ii) GITCO

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(1)

नीचे दशांशवेक निशानीवाणी विगतो उत्तरवडी पर अवश्य कभवी. Fillup strictly the details of signs on your answer book.	Seat No. :
Name of the Examination :	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
<input type="text" value="M. B. A. (SEM. 2) (FT) & M. B. A. (SEM. 4) (EVE.)"/>	<input type="text" value="Student's Signature"/>
Name of the Subject :	
<input type="text" value="DEVELOPMENT OF NEW ENTERPRISES"/>	
Subject Code No. : <input type="text" value="4"/> <input type="text" value="3"/> <input type="text" value="0"/> <input type="text" value="8"/>	Section No. (1, 2,.....) : <input type="text" value="2"/>

- (2) Answers to Section I and Section II must be written in two separate answer books.
- (3) Figures to the right indicate full marks of the question.
- (4) All questions are compulsory.

3 Read the case given in Annexure-I and answer the questions given at the end of the case. **26**

4 Write short note of any two of the following : **24**

- (a) Economic and Ecological Analysis
- (b) Scouting for Project idea
- (c) Business Plan.

Case 1

Rai Bahadur Mohan Singh Oberoi Did All His Way.

It is not often acknowledged that Rai Bahadur Mohan Singh Oberoi, 100 chairman of an empire of 29 hotels spanning most of the world's landmass is also the man who pioneered India as a brand, way back when it was only a bazaar of begging bowls and exotica. At 90, he looked back in something close to awe and said, "I often wonder how I did it."

Certainly he did not give much of the credit to luck. True, he stood at the right time at the right place to confront his destiny, but this was just physical happenstance. What he did with the situation was amazing for a man from the boondocks of Bhaun, with little education, and really not to the manner born.

Indeed, if anything the Rai Bahadur made his fortune out of calamity. If his father hadn't died of cholera when he

was only an infant, his mother would not have returned to the ancestral home which gave Oberoi the connections and contacts that helped him raise money later to buy his first hotel, the Clarke's at Simla. If he hadn't flunked the interview for his first job as clerk with the Government of India, he would never have made his way to the Simla Mall, gazed in wonderment at the glitter of the Cecil and made up his mind that he would work there. If a fatal bug in the water supply, hadn't laid low Calcutta's mighty Grand Hotel. It would never have been up for grabs. Again Oberoi just chanced to hear about it at the Delhi railway station when he was leaving to return to base in Simla. He simply changed his ticket and his direction and went to mint millions out of war-time Calcutta - another catastrophe. Life served his lemons regularly but with even greater regularity did the Rai Bahadur make lemonade.

The story of the Rai Bahadur is all the more impressive because there was nothing in his background to suggest that he would be able to create the world-class ambience and sophistication for which the group is now celebrated, that he would be able to foresee India's current positioning in the global market, while doffing a deferential hat to history when it was demanded.

For instance, when other hotels were cramming their lobbies with brassbound chests and colonial nostalgia, Oberoi created the first international business hotel, the Oberoi Intercontinental in Delhi. However, in the Mena House, Egypt, and the Windsor, Australia, he went to extraordinary lengths and expense to produce authenticity to the last detail, including countrywide searches for memories and memorabilia. In order to replicate the flooring in the Windsor, he tracked down the original supplier of the tiles in distant Stokeon-Trent, England.

Celebrating his 100th birthday last week with his mind almost as clear as it was 50 years ago, perhaps the one philosophy responsible might be his dictum. "I never worry. It clutters the brain. The problem may not happen, and even if it does, worrying will only come in the way of a clear-headed solution."

Questions :

- (i) "Nature and nurture play a key role in entrepreneurship development." Explain with reference to above case study.
 - (ii) In your opinion, what are the significant determinants in the making of Shri Oberoi's entrepreneurial career.
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