



DDD-5514

**M.B.A. (FT) (Sem. II) (CBCS) & M.B.A. (EVE) (CBS)
(Sem. IV) (New Course ATKT) Examination
March / April - 2016
New Business Development**

Time : 3 Hours]

[Total Marks : 70/100

Instructions :

(1)

नीचे दशांशवले 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"/>
<input type="text" value="M.B.A.(FT)(SEM.2)(CBCS) & M.B.A.(EVE)(CBS) (SEM.4)(NEW COURSE ATKT)"/>	<input type="text"/>
Name of the Subject :	<input type="text"/>
<input type="text" value="NEW BUSINESS DEVELOPMENT"/>	<input type="text"/>
Subject Code No. : <input type="text" value="5"/> <input type="text" value="5"/> <input type="text" value="1"/> <input type="text" value="4"/>	<input type="text" value="Student's Signature"/>
Section No. (1, 2,.....) : <input type="text" value="NIL"/>	

- (2) Que. 1 and Que. 7 are compulsory.
(3) Attempt any three from Que. 2 to Que. 6.
(4) Figures to the right indicate full marks of the questions.

- 1 Explain the characteristics and importance of SSI sector 14/20 and its contributions to the Indian Economy. Also mention the problems faced by the SSI sector in India in context of globalization.
- 2 Discuss various initiatives taken by State/Central 14/20 government/s to promote entrepreneurship/SSI in India.
- 3 What do you understand by the term 'Technical Analysis' ? 14/20 Which main aspects are taken into consideration while doing technical analysis ? Discuss.
- 4 What do you mean by 'Business Plan' ? Enlist and 14/20 explain contents of a Business Plan.
- 5 'Women Entrepreneurship in India', Discuss in detail. 14/20

- 6 Write short notes : (any two) 14/20
- (a) Procedure to set up a new unit
 - (b) SIDBI
 - (c) GIDC
 - (d) Venture Capital
- 7 Read the case given in Annexure-I and answer the 14/20
questions given at the end of the case.

Annexure-I

Usha is a rather timid girl. She hails from Nagavallipattinam, a small town in southern part of India. Extremely intelligent and talented. Usha has completed M. Tech. in Mechanical Engineering from Indian Institute of Technology, Chennai. Her first tryst with the city was the two years of Masters in IIT Chennai. She was respected by her peers but was still considered a misfit as she would tend to keep to herself and her books throughout these two years. Though her fellow students were not discriminating she was unable to push herself to get used to cosmopolitan ways of life. She was more or less a charming recluse.

When she would go to her home town, she was given the status of almost every day hero as she was the first person from her family to have gone to the city to study. She in many ways was an inspiration. In her village Usha was a changed person. She would take it up as her personal responsibility to teach the 10th and 12th standard students. She would play an active part in addressing both faculty and students of the government school the only school in her village. But the minute she would board the bus to come to Chennai she retreated into her shell.

After completing her studies, Usha wants to setup a small unit that would manufacture an intricate part of wind turbines. She had prototyped it as a part of her M. Tech. project. The guide and examiner, who was from the same industry, was much impressed by the energy saving and pressure resistance of the part that Usha had developed.

Though Usha knows her product would be a definite success, she is unsure if entrepreneurship is her cup of tea. She knows she works best when left alone. She finds any environment where she needs to interact with strangers and indulge in dialogue and debate very intimidating. She also knows that being an entrepreneur requires an outgoing nature. According to her, all successful entrepreneurs have been those who had exceptional people skills. Hence she strongly fears that being an introvert could hamper her chance in becoming a success as she knows business is all about relationships. Trying to master the art of speaking to people, she enrolled herself in a personal communication and public speaking course. This had little effect in the end. This has troubled her no end.

Her professors at IIT Chennai are telling her to work to incubate her company in the department and they would start helping her with her marketing effort. However she is quite hesitant to take first step as she fears she may never have all the entrepreneurial quality. Except for technical agility and great idea she has nothing else that she feels can help her in her journey. She is now contemplating going back as a teacher in her village school and dedicating her life to provide education for the children of her village.

What would your advice be to Usha ? Why ?
