

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

**POST GRADUATE DIPLOMA IN MANAGEMENT (2020-22)  
END TERM EXAMINATION (TERM -V)**

Subject Name **Entrepreneurship and Design Thinking**  
Sub. Code: **PG -33**

Time: **02.30 hrs**  
Max Marks: **60**

**Note:**

**1. All questions are compulsory. Section A carries 10 marks: 5 questions of 2 marks each, Section B carries 30 marks having 3 questions (with internal choice question in each) of 10 marks each and Section C carries 20 marks one Case Study having 2 questions of 10 marks each.**

**SECTION - A**

Attempt all questions. All questions are compulsory.

**2× 5 = 10 Marks**

**Q. 1 (A):** What are the purposes of developing a business plan?

**Q. 1 (B):** Distinguish between entrepreneur, entrepreneurship and enterprise.

**Q. 1 (C):** Compare between Entrepreneur and Manager.

**Q. 1 (D):** How Entrepreneurship and Innovation related to each other?

**Q. 1 (E):** Mention the sources of business ideas and methods for generating ideas.

**SECTION - B**

Attempt any five out of six questions

**03× 10 = 30 Marks**

**Q. 2: (A).** What are the types of Intellectual Property Rights? Discuss the strategy for developing intellectual property.

**Or**

**Q. 2: (B).** Discuss the opportunities and challenges faced by an entrepreneur for new startup during post Covid19 era. Explain with reference to an example.

**Q. 3: (A).** A good business idea is useless unless implemented in actual business. Explain the problems faced by a novice entrepreneur in people management.

**Or**

**Q. 3: (B).** What are the sources of finance available to an entrepreneur in financing his venture? Explain their features and uses.

**Q. 4: (A).** Discuss about the regulatory clearances required by an entrepreneur to start a new venture. Explain with reference to an example.

**Or**

**Q. 4: (B).** Suggest the financial resources to be availed by the entrepreneur according to life cycle of the proposed venture.

## SECTION - C

Read the case and answer the questions

**10×02 = 20 Marks**

### **Q. 5: Case Study**

Oswal Woollen Mills Ltd., the flagship company of Nahar group began its operations in 1949 in Ludhiana. Initial focus was on hosiery and textile fabrics; in 1972 it set up its wool combing unit sensing the huge business opportunity in the domestic readymade knitwear. Initially having expertise in hosiery and woollen garments it was in 1984 when Monte Carlo was launched as a brand, which was a significant step in the evolution of branded garment industry in India. Since then, it has been catering to the ever-growing demands of the Clothing and Fashion industry, in India. After raising close to Rs. 175 crores from US based private equity player Samara capital 16 months back, Rs. 5500 crore Nahar Group company, Monte Carlo Fashions, has planned expansion in both capacity as well as retail footprint. Moreover the company is also mulling an initial public offering next year. The Rs. 380 crore company is all set to start a new manufacturing unit in Ludhiana to make sweaters for an investment of around Rs. 100 crore. “the new factory would commence operations in next 3 months” informed Sandeep Jain, executive director, Monte Carlo Fashions. He added that Monte Carlo planned to expand its capacity from 1.2 million pieces per annum to 1.8 million pieces per annum.

With an eye to touch Rs. 450 crore turnover in 2012-13, the company is also working on expanding its retail footprint. It plans to take the number of retail outlets from a current 160 to 180 by march 2013. It has also recently started two stores in Dubai as well as one in Nepal. “The Northern market is our stronghold, where we are present since the last 25 years, we have entered the western Indian market recently, and within next 3-4 years we plan to have a strong presence in this market as well” Jain said. From a present count of five standalone outlets in Gujarat, Monte Carlo plans to add another 15 such exclusive stores in the next two years. It also sells through at least 30 multibrand stores in the state. Monte Carlo is currently exporting to Dubai and some African countries in small quantity.

We are doing test marketing in these markets and depending on the demand we can scale up our export operations, Jain explained. As for the IPO Plans the company plans to go public in 2013, but finer details would depend on market conditions. Monte Carlo imports its entire requirement of raw wool from Australia and New Zealand, and has increased prices by four five percent this year owing to rise in input costs. Further the company is also no longer dependent on woollen garments to drive its revenue, as woolens essentially mean seasonal sales. Non – Woolens garment currently account for nearly 60 percent of its sales. The woollen garment industry is pegged at around 50 million sweaters a year and is estimated to be around Rs. 2500 crore in value.

### **Questions:**

**Q. 5: (A).** Comment on Monte Carlo’s decision for expansion and diversification in wake of current changes in Retail Industry. Do you think decision is right?

**Q. 5: (B).** What steps would you suggest to test the feasibility of the ideas for Monte Carlo. Propose an effective business model for Monte Carlo Fashions.

### **Mapping of Questions with Course Learning Outcome**

<b>Question Number</b>	<b>COs</b>	<b>Marks Allocated</b>
Q. 1:	<b>CO1</b>	<b>10 marks</b>
Q. 2:	<b>CO2</b>	<b>10 marks</b>
Q. 3:	<b>CO3</b>	<b>10 marks</b>
Q. 4:	<b>CO4</b>	<b>10 marks</b>
Q. 5:	<b>CO4</b>	<b>20 marks</b>