

SUBJECT CODE : 20HR/PE/ED15

M.A. DEGREE EXAMINATION, NOVEMBER 2022

HUMAN RESOURCE MANAGEMENT

THIRD SEMESTER

COURSE: ELECTIVE

PAPER: ENTREPRENEURSHIP DEVELOPMENT

TIME: 3 HOURS

MAX MARKS : 100

SECTION - A

ANSWER ALL. ANSWER SHOULD NOT EXCEED 50 WORDS

(10 X 2 = 20)

1. Define Intrapreneur.
2. Differentiate Voluntarism & Privatisation.
3. List out the factors that lead to success in Service Subsidization model.
4. Give some examples of Market Linkage model.
5. Expand TAHDCO & NSIC.
6. Briefly explain the objectives of NSFDC.
7. Outline the advantages of having a business plan.
8. What do you mean by Feasibility Report?
9. Write in brief about the characteristics of Women Entrepreneurs.
10. What are the difficulties faced in establishing an Entrepreneurial culture?

SECTION - B

ANSWER ANY FOUR. ANSWER SHOULD NOT EXCEED 600 WORDS (4 X 10 = 40)

11. Explain the different types of entrepreneurs.
12. Discuss the important role played by Entrepreneurship in the economic development of India.
13. Write a short note on NABARD and its functions.
14. Elucidate the methods of Idea Generation.
15. Explain the functions, Growth and Challenges of Women entrepreneurs.
16. Prepare a model project report for starting a new venture.

SECTION - C

ANSWER ANY TWO. ANSWER SHOULD NOT EXCEED 1200 words (2 X 20 = 40)

17. Explain the different types of Social Enterprise model with suitable examples.
18. Explain the factors that influencing Entrepreneurship Development.
19. **Case Study: Swiggy- An online App**
Swiggy, an online food delivery company used technology to power its delivery model. Swiggy was the brainchild of two engineers who were staying away from home and were struggling to get good food delivered at their doorstep. The duo worked on the idea of hassle-free food delivery, giving rise to Swiggy in 2014. Swiggy initially started taking online orders from customers in the Koramangala locality in Bengaluru which housed some of the best restaurants in the city. It gradually expanded across Bengaluru and other Indian cities like Delhi, Pune, Gurgaon, Hyderabad, and more. It launched

its mobile application in May 2015. Swiggy created a system that connected all the three partners in the delivery model – Delivery Executives (DEs), customers, and restaurant partners – seamlessly. The Swiggy encountered many challenges when it began scaling up in 2016 and started to overcome such challenges by the initiatives such as just in time assignment, next order assignment, and batching. The Swiggy's plans for the future include diversifying into medicines and grocery and the use of artificial intelligence technology (AI) for further scaling up and expansion.

Questions:

- a) Do SWOT analysis for the above mentioned case study.
- b) How online food order has become more popular in India? Discuss.
- c) What are the strategies to be adopted to retain its business in this competitive world?

20. Case study: Role of Basic Micro Financial Ltd in Entrepreneurship Development

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.
