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Presidency University

Bengaluru

SCHOOL OF COMMERCE

Make-Up Examinations, July 2024

**Semester**: IV

**Course Code**: BBA2004

**Course Name**: Entrepreneurship Development

**Program** : BBA

**Date**: 02 / July / 2024

**Time**: 09.30 AM-12.30 PM

**Max Marks**: 100

**Weightage**: 50%

Instructions:

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

Part A

Answer any FIVE Questions. (5 Q x 2 M = 10 M)

1. Who is an intrapreneur? (C.O.1) (Comprehension)

2. What is entrepreneurial culture? (C.O.2) (Comprehension)

3 What is innovation? (C.O.3) (Comprehension)

4. Write three barriers to entrepreneurship (C.O.4) (Comprehension)

5 Mention any two roles of Entrepreneur for Economic Development.

(C.O.5) (Comprehension)

Part B

Answer any FIVE Questions. (5 Q x 10 M = 50 M)

6. Give meaning of Entrepreneurship and explain its characteristics

(C.O.1) (Comprehension)

7. What is motivation? Explain the Maslow’s theory of motivation. (C.O.3) (Comprehension)

8. Define Entrepreneurship. Explain the role of entrepreneurship in economic development . (C.O.5) (Comprehension)

9. Elaborate the components for writing a business plan. Give the essential requirements of developing business plan. (C.O.4) (Knowledge)

10. Explain the process of idea generation. Also discuss the transformation of ideas into opportunities. (C.O.5) (Comprehension)

Part C

Answer any TWO Questions. (2 Q x 20 M = 40 M)

11. Naman and Govind after finishing their graduation under the vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on a commission basis. They also thought of providing tickets within ten minutes through the use of internet. They discussed the idea with their Professor Mr. Mehta who liked the idea and suggested they first analyze the business environment which consists of investors’, competitors and other forces like social, political etc. that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes that may hinder their business performance. He emphasized making plans keeping in mind the threat posed by the competitors so that they can deal with the situation effectively. This alignment of business operations with the business environment will result in better performance

Identify the factors and briefly explain the impact on the business environment and substantiate the points for the success of business idea. (20 Marks) (C.O.4) (Knowledge)

12. Entrepreneur VG Siddhartha's venture, which he founded and launched, revolutionized the country's coffee culture and quick hangout spots. The company was having the hipe of good quality and taste, more no. of stores, high brand equity among the youth, and vertical integration

However, the company went deeply into debt, which resulted in Siddhartha dying by suicide in 2019. According to sources, the corporation had a debt of Rs 7200 crore. When his wife Malavika Hegde took over as CEO of CCD, the company was practically written off the commercial map. (Commercial Map means the division of a lot or parcel of land into two or more lots for the purpose of creating development for commercial or business-related purposes). She worked relentlessly to ensure the success of the business that her late husband had established. She found that the company has the downfall in the wrong-site selection and lacks the strength to maintain the brand. She worked for the company for many years as a non-board member and quickly learned the business model by analyzing the opportunities that the coffee cafe industry is one of the fastest-growing industries in Asia and had planned to attract international markets.

Malavika promised to decrease the debt to a reasonable level in a letter to the company's 25,000 employees. The tactic she used to treat the threat she faced during that time was attrition rate. Despite the company's rising debt, Malavika never raised the price of the coffees that were sold. She removed hundreds of coffee vending machines that had been put at various IT parks and firms, in addition to shuttering many locations that were not profitable. She was also effective in acquiring new investors, which allowed her to increase the company's capital. The debt was reduced to Rs 3100 crore by the end of March 2020, and then to Rs 1731 crore by the end of March 2021. Even during the pandemic, she was praised for her efficiency in running the shops. Café Coffee Day now includes over 572 locations across the United States. Her 20,000-acre coffee farm produces high-quality coffee beans that are in high demand around the world. In addition, there are around 36,000 coffee vending machines located in various organizations and businesses.

Malavika's ambition is to turn CCD into a multibillion-dollar corporation free of debt and expand coffee shops to every corner of the country, following in the footsteps of her late husband. Despite the fact that many feared the company would never recover, Malavika rose from the ashes like a phoenix.

a. Identify the Strength, Weaknesses, threat, and opportunities of CCD .(10 Marks) (C.O.4) (Knowledge)

b. Discuss the Malavika’s Decision Making Skills by applying the steps in Entrepreneurial Decision Making (10 Marks) (10 Marks) (C.O.4) (Knowledge)

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