

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
SY BBA(FS), Semester IV Semester End Assessment APRIL 2023

BFS CC 14: Entrepreneurship Development

Duration: 2 Hours

Maximum marks: 60

Instructions:

1. Start each question on fresh page.
2. Figures to the right indicate maximum marks.
3. Q1 is compulsory. Answer any four from Q2 to Q6

Q1. Answer any 4 of the following questions.

(5*4=20 marks)

- a) Entrepreneurs need to be able to carry out specific duties that are crucial to their business. These frequently take the shape of skills and qualities, two different but equally valuable sets of attributes. Give examples of each highlighting differences between skills and qualities.
- b) Marketing is an important branch of management. Illustrate the impact of the marketing manager's role on a company's sales and success and explain the responsibilities associated with this role?
- c) A beverage company is planning to launch a new line of organic fruit juices, and they are considering implementing a test marketing strategy. How can the company use test marketing to evaluate the potential success of their new organic fruit juice line?
- d) Porter's Five Forces Model is a strategic framework used to analyze the competitive intensity and attractiveness of an industry. The model is widely used by businesses and analysts to identify key drivers of profitability and formulate effective competitive strategies. Using a diagram explain the Porters Five Forces Model.
- e) Mr. Rakesh Verma has conducted market research for a product. As part of his responsibilities, he needs to prepare a project report that summarizes the work done, the challenges encountered, and the outcomes achieved. What should be the contents of Mr. Rakesh's project report?

Q2. Intrapreneurs and entrepreneurs play a crucial role in promoting innovation and economic progress by introducing fresh ideas, questioning established norms, and taking calculated risks that can result in significant advancements in products, services, and technologies. Differentiate between an intrapreneur and an entrepreneur and their ability to come up with new ideas and turn them into successful businesses.

Q3. You are the CEO of a company that manufactures solar panels. Recently, there has been a surge in demand for renewable energy solutions, and you want to ensure that your company stays ahead of the competition. How would you go about conducting an environmental scan to understand the market?

Q4. Market research is a tool used by many businesses to remain competitive in the market today. Similarly, market research is also known for developing brand loyalty and customer satisfaction. Summarize all the sources of data that businesses use to obtain information from the market.

Q5. A company is analyzing its product portfolio using the BCG matrix, and they are considering investing in a product that falls into the "question mark" category. How can the company use the BCG matrix to make an informed decision about investing in their "question mark" product, and what are the potential risks and benefits of investing in a product in this category?

Q6. Employees are the foundation of every successful business. There are multiple roles Human Resource plays under different functions of Human Resource Management. Discuss in detail the functions of Human Resource Management and how do they contribute to the overall success of an organization.
