PGDM-RM (2016-18)
BASICS OF ENTREPRENEURSHIP
Subject Code: RM 408
Trimester IV End Term examination, September 2017

Time allowed: 2 hrs 30 min   Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** In case of rough work please use answer sheet.

Section A

Attempt any three.   **Word limit: 300 words**   **M M = 5 * 3 = 15**

1. What, according to you, could be the good sources for business ideas?
2. Which is more important- market analysis or industry analysis, when you are planning to start a new venture or vertical?
3. Explain the various financial statements which need to be included in a business plan? Which do you think is the most important and why.
4. Why are opportunity scanning and identification considered as important steps to developing a business idea?
5. Describe how Mullins 7 domains model helps in understanding the feasibility of a business idea.

Section B

Attempt any two.   **Word limit: 500 words**   **M M= 10* 2 =20**

1. What are the various steps when you are writing a business plan? Explain with an example.
2. What are the main challenges when you are running a seasonal business? Explain with an example.
3. While researching on a business opportunity, what kind of preliminary information is necessary for creation of a business idea?

Section C

Case Study is compulsory and is for 15 marks.

Phile is a service that lets groups work together to create an online guide to the things they love. Whether you are into gardening, horror movies, or rock climbing, Phile lets you get together with like-minded people to turn your knowledge and opinions into your own lively and useful website.

Phile has differentiated itself from services like forums and email groups which help people communicate to with each other from day to day. They are not great for information you want to keep around and use later. Wikis solve that problem, but Phile is designed to be more structured and a lot less work.

Phile lets you structure your site to gather exactly the information that matters to your community. Foodies, event planners, and chefs may all be interested in restaurants, but they all care about different things. Setting up the right structure in advance lets Phile keep your site organized as people add to it, in just the ways you care about and because Phile makes contributing to the site a social experience, it feels more like a conversation and less like work.

Most of the information in a Phile site is organized into stacks. Every stack is about a single topic such as 'recipes' or 'cricket tips' or 'schools'. Every recipe, cricket tip, and school gets its own page in that stack.

As a group creator, you can decide what you want your stacks to be about and what kind of information should be on each page. If you create a group about local ice-cream parlours, you might give each parlour page a 'neighborhood' field that tells people where it is. Then you might add a review section or a section for people to vote on the best ice-cream. When group members add and update pages, they will be asked to enter information for each field you added earlier. Based on the kinds of fields in your stack, Phile automatically does things to help keep your information organized. For example, on each parlour page, it will show you a list of other parlour in the same neighborhood. And on the parlour index page, Phile adds pickers and sorters to let you see a list of parlours by neighborhood, by rating, etc.

Phile allows group creators to export all the data from their site at any time to use however they want. You can take it to another site, syndicate it or do your own engineering to build a custom site with it. Phile also reserves certain rights for individual group members. For example, members who write reviews on your site are allowed to use those reviews in other places. Finally, group creators can specify that the information on their site be published under a variety of 'Creative Commons' licenses.

seller. Added to that is the problem that about 15 per cent of Loot's merchandise remains unsold for a long period of time.

Questions for Discussion

1. Use Osterwalder's business model canvas to analyse Loot's business model?
2. Do you think you have the solution to Loot's problems?