Roll No						

Total No. of Pages : 03

Total No. of Questions : 10

M.Com. (Sem.-3)

ENTREPRENEURSHIP AND PROJECT MANAGEMENT

Subject Code : MCOPGE301-18

M.Code: 76835

Date of Examination : 02-01-23

Time: 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

- 1. SECTION-A contains EIGHT questions carrying TWO marks each and students has to attempt ALL questions.
- 2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
- 3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Answer Briefly :

- a) What are the key attributes of Entrepreneur?
- b) Distinguish between Entrepreneur and Manager.
- c) What is rural Entrepreneurship?
- d) What do you mean by patent?
- e) What do you mean by copyright?
- f) What is technical analysis?
- g) What do you mean by private equity?
- h) What do you mean by critical path method?

SECTION-B

UNIT-I

- 2. Give the characteristics of successful entrepreneurs along with their types. Which type do you think most suitable for India?
- 3. What do you mean by rural entrepreneurship? Discuss the Role of Government in Supporting Entrepreneurship.

UNIT-II

- 4. What do you mean by entrepreneurial strategy? Discuss in detail risk reduction strategies for new entry exploitation.
- 5. How do you define entrepreneurial innovation? Discuss the different types of it. Briefly explain product planning and development process.

UNIT-III

- 6. Explain the concept of IPR. Discuss the different types of it. How will you protect the intellectual property created by enterprise?
- 7. What is meant by succession planning? Discuss the strategies for harvesting and ending venture.

UNIT-IV

- 8. List the key issues to be covered in technical collaboration arrangement.
- 9. The sales of certain product during a 10 years period have given below:

Years	Sales	Period	Sales
2013	5000	2019	7000
2013	5200	2020	7900
2013	5100	2021	8000
2015	6300		
2016	6500		
2017	7200		
2018	5600		

Find the least square regression line for the data given. Estimate the sales for 2022 and 2023.

SECTION-C

10. Case Study :

In June 1993, Kombs Engineering had grown to a company with \$25 million in sales. The business base consisted of two contracts with the U.S. Department of Energy (DOE), one for \$15 million and one for \$8 million. The remaining \$2 million consisted of a variety of smaller jobs for \$15,000 to \$50,000 each. The larger contract with DOE was a five-year contract for \$15 million per year. The contract was awarded in 1988 and was up for renewal in 1993. DOE had made it clear that, although they were very pleased with the technical performance of Kombs, the follow-on contract must go through competitive bidding by law. Marketing intelligence indicated that DOE intended to spend \$10 million per year for five years on the follow-on contract with a tentative award date of October 1993. On June 21, 1993, the solicitation for proposal was received at Kombs. The technical requirements of the proposal request were not considered to be a problem for Kombs. There was no question in anyone's mind that on technical merit alone, Kombs would win the contract. The more serious problem was that DOE required a separate section in the proposal on how Kombs would manage the \$10 million/year project as well as a complete description of how the project man agement system at Kombs functioned. When Kombs won the original bid in 1988, there was no project management requirement. All projects at Kombs were accomplished through the traditional or ganizational structure. Line managers acted as project leaders. Kombs Engineering.

In July 1993, Kombs hired a consultant to train the entire organization in project management. The consultant also worked closely with the proposal team in responding to the DOE project management requirements. The proposal was submitted to DOE during the second week of August. In September 1993, DOE provided Kombs with a list of questions concerning its proposal. More than 95 percent of the questions involved project management. Kombs responded to all questions. In October 1993, Kombs received notification that it would not be granted the contract. During a post-award conference, DOE stated that they had no "faith" in the Kombs project management system. Kombs Engineering is no longer in business.

<u> Questions :</u>

- 1. What was the reason for the loss of the contract?
- 2. Could it have been averted?
- 3. Does it seem realistic that proposal evaluation committees could consider project management expertise to be as important as technical ability.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.