



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATIONS SECTION
FINAL EXAMINATION-2024 (2080)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – VI

Subject: Entrepreneurship Development
Full Marks: 100

Course Code: MGT363
Time: 3 Hrs.

You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions

(8 × 5 = 40 Marks)

Answer any eight questions:

1. Explain briefly the different types of entrepreneurs. Which one do you think is most suitable for a developing country like Nepal? [5]
2. Mention the necessary qualities to be possessed by entrepreneurs to give birth to a healthy enterprise and run it successfully. [5]
3. Briefly write down with examples some of the frequently used sources and methods of generating new ideas by entrepreneurs. [5]
4. Describe briefly the existing legal and statutory environment in the context of Nepal for setting up a small industry. [5]
5. Identify the problems faced by cottage and small-scale industries in Nepal. [5]
6. Write down the roles of financial institutions in promoting and supporting the growth of cottage and small-scale industries in the context of Nepal. [5]
7. What is a project? Explain the distinct characteristics of a project. [2+3]
8. Explain any five elements included in the marketing segment of a business plan. [5]
9. Briefly describe any two theories of entrepreneurship. [5]
10. Write short notes on: (Any two) [2.5+2.5]
 - a. Social responsibilities of entrepreneurs
 - b. Environmental analysis
 - c. Training and development programs for entrepreneurs

Section – C: Long Answer Questions

(3 × 10 = 30 Marks)

Answer any three questions:

11. "Entrepreneurship is a process of giving birth to an enterprise". Discuss. [10]
12. Explain the dynamic role of small-scale industries in economic development in the context of Nepal. Briefly explain any two institutions providing support to small-scale industries in their growth and development in the context of Nepal. [5+5]
13. Define a business plan. Who reads it? Explain two reasons for preparing it. Why do some business plans fail? Discuss. [2+1+2+5]
14. Discuss the challenges faced by women entrepreneurs in the context of Nepal. Also, suggest some ways to overcome those challenges. [5+5]
15. Explain the concept of social networks for entrepreneurs. Explain the merits and demerits of social networks for entrepreneurs. [4+3+3]

Section – D: Case Study

(15 Marks)

16. Read the following case and answer the questions following it.

Nagavara Ramarao Narayana Murthy, popularly known as N. R. Narayana Murthy (Ex.) Chairman and CEO of Infosys Technologies Ltd. Comes from a middle-class background. He is the son of a teacher and a member of a large family of eight children (three brothers and five sisters). Like an ordinary middle-class boy, he studied well and qualified for the prestigious IIT. He could not afford it and therefore, went to NIE, Mysore – a local college for a degree in electrical engineering. Murthy completed his post-graduation in electrical engineering at IIT, Kanpur in 1969 and took up a job. The only thing is, he did seemingly the very same things, but

obviously differently. He always took risks. Following are the exemplary instances of his risk-taking decisions.

First, Murthy pursued a career in computer science when there were not too many jobs in this field. The Indian industry/business was very much into mortar-bricks business and had just about started appreciating the role of computers.

Second, the next risk he undertook was to turn down attractive offers from large companies such as Telco, HMT, ECIL, and Air India; instead, he joined as a System Programmer at IIM, Ahmedabad. IIMA was at that time in the process of installing a Hewlett-Packard minicomputer and was forging ahead to become the second business school after Stanford to have a time-sharing operating system. The thrill of such a pioneering job, thus, gave him a great learning opportunity and was the main reason that Murthy joined the team at IIMA under J. G. Krishnayya, Professor of Information Systems. Murthy received a salary of ₹ 800/- a month. He says, "It was the best decision of my life. There were many 20-hour work days but I loved being a pioneer of working at the cutting-edge of computer technology those days."

Third, a chance came from Sesa, a French software company, to build an operating system to handle air cargo at the Charles de Gaulle Airport in Paris. What is worth noting here is that at around the same time, Murthy also received scholarships to pursue a Ph. D. in the USA and Israel. But, Murthy did not take these soft options. He, instead, went to Paris, which also meant mastering another language-French.

After the successful execution of this project, Murthy came back to Pune in 1974 to join his mentor Professor J. G. Krishnayya who was setting up the Systems Research Institute (SRI, a non-profit organization). Having worked for some time in SRI, Murthy became somewhat frustrated with the work at SRI (getting the usual bureaucratic treatment of seldom implementing sincere suggestions). Then, he took up a job at Pantni Computer Systems (PCS), a Mumbai-based firm.

At PCS, he was head of the software group and it was here that he met some of the would-be founder-partners of Infosys. He did his usual, unusual, quit the job and started his software service firm along with his partners. This was the firm which was to become the giant that Infosys is today. Out of his six founder-partners, three were rookies-PCS was the first job for Nandan Nilekani, S. Gopalakrishnan and Asok Arora. Only K. Dinesh (NGEF, Bangalore), N. S. Raghavan (Union Carbide), and S. D. Shibulal (BEST, Mumbai) had some prior experience elsewhere. Not that these Murthy plus six had any money. They all were from middle-class backgrounds and pooled in ₹ 10,000/ capital borrowed from their better half. In this way, Infosys Consultants was born in July 1981 in a one-bedroom of two-bedroom apartment in Pune.

Fourth, the risk-full incidents surrounding the life of this unusual 'middle-class' businessman do not end here. The first ten years after 1981 were quite tough for Murthy and his team. Murthy recounts, "It took us one year to get a telephone; it took two years to get a license to import a computer; stupidity was the order of the day then." His wife Sudha had to go and live with her parents for a year. Murthy stuck it out through thick and thin. In 1990, his partners thought of selling the company. But Murthy differed and even offered to buy his partners out. Murthy always took risks and it always seems to have paid off.

Questions:

- a. Explain the entrepreneurial competencies of N. R. Narayana Murthy. [5]
- b. Give your views if Murthy's various decisions were right or wrong. Ignore the payoffs of his decisions. [5]
- c. If you were in place of N. R. Narayana Murthy, what would have been your responses and why? [5]