



# SOMAIYA

## VIDYAVIHAR UNIVERSITY

Dr. Shantilal K. Somaiya School of Commerce and Business Studies

### QUESTION PAPERS

BRANCH: Master of Commerce	SEM: II
	APR-2025

Sr. No.	Subject	Available
1.	31P22C201 – Entrepreneurship Management	
2.	31P23E201 – HR & IR	
3.		
4.		
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14.		





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<b>Semester (November 2024 to March 2025)</b>			
<b>Examination: End Semester Examination April 2025 (PG Programmes)</b>			
<b>Programme code: 0</b>		<b>Class: FY</b>	<b>Semester: II</b>
<b>Programme: M.com</b>			
<b>Name of the Constituent College: S K Somaiya College</b>		<b>Name of the Department: Commerce</b>	
<b>Course Code: 31P22C201</b>		<b>Name of the Course: Entrepreneurship Management</b>	
<b>Duration: 2 Hrs.</b>		<b>Maximum Marks: 60</b>	
<b>Instructions:</b>			
1. <b>Read all questions carefully</b> before answering.			
2. Answer all questions in a structured and coherent manner.			
3. Support your answers with <b>examples, case studies, and real-world applications</b> wherever applicable.			
4. Clearly indicate the question numbers in your answer sheet.			
5. Use <b>diagrams, flowcharts, or tables</b> wherever necessary for better clarity.			
6. Marks are assigned based on <b>concept clarity, depth of analysis, application of knowledge, and structured presentation.</b>			

Question No.		Max. Marks	Co Attainment
Q.1	<p>Ravi, a farmer's son, realized that consumers in urban areas struggle to get fresh, organic produce at reasonable prices. At the same time, farmers were not getting fair rates for their produce. He decided to launch <b>FreshKart</b>, a direct farm-to-consumer delivery platform that connects local farmers with urban customers.</p> <p>Despite the promising idea, Ravi faced key challenges:</p> <ul style="list-style-type: none"><li>● Logistics and supply chain management</li><li>● Building trust with customers regarding quality</li><li>● Competition from grocery delivery giants</li></ul>	15m	
A	Help Ravi prepare a business plan ,and what are the qualities of a social entrepreneur?	10m	1
B	Elaborate on the significance of entrepreneurial activities to a country like India .	5m	1
OR			



C	<p>Bhavik and Ratul, two hotel management students from different socioeconomic backgrounds, shared a common dream of opening a restaurant named <i>Khana Khazana</i>. Bhavik came from an upper-class family with influential parents, while Ratul belonged to a lower-middle-class farming family. Despite their shared ambition, they faced disagreements about the restaurant's location and concept. Bhavik believed that Pune, with its fast-food culture and abundance of restaurants, was not suitable for their idea of homemade food. Conversely, Ratul argued that Pune's large population of outstation students would appreciate the comfort of homemade meals. Their inability to align their vision delayed the venture's launch.</p> <p>If you were advising Bhavik and Ratul, what steps would you recommend to ensure the success of <i>Khana Khazana</i>?</p> <p>What lessons can aspiring entrepreneurs learn from this case about collaboration and adaptability?</p>	10m	3
D	How are Intrapreneurs different from Entrepreneurs ?	5m	4
Q.2		15m	
A	<p>ZEES is a popular EdTech company that has revolutionized the way students learn and interact with educational content. ZEES was founded in 2015 by John H, a teacher and entrepreneur with a passion for education.</p> <p>ZEES mission is to make learning fun and engaging for students, using technology to create personalized and interactive learning experiences.</p> <p>Entrepreneurial Promotion: Innovative Products: ZEES has developed a range of innovative products, including interactive learning apps, games, and simulations, that cater to different learning styles and needs. Marketing Strategies: The company has employed creative marketing strategies, including social media campaigns, influencer partnerships, and word-of-mouth referrals, to reach a wide audience. Partnerships and Collaborations: ZEES has partnered with schools, educational institutions, and other organizations to promote its products and services.</p> <p>Discuss the key principles of Entrepreneurial promotion.</p>	10m	2
B	Explain the relevance of Export oriented units in Entrepreneurship management.	5m	3
	OR		
C	Elaborate on the financial measures for promoting Entrepreneurship management in India.	10m	3
D	<p>"The term Entrepreneur has changed its meaning over a period of time."</p> <p>List valid points supporting the above statement.</p>	5m	2





Q.3	CASE STUDY	15m	
	<p>Connect-In's is a leading professional networking platform that has been at the forefront of entrepreneurship and professional development. Connect-In's mission is to connect the world's professionals to make them more productive and successful. Connect-In's offers various training and development programs to help professionals and entrepreneurs develop new skills and advance their careers.</p> <p>Desired Outcomes Increased Skills Development: Connect-In's training and development programs have helped professionals and entrepreneurs develop new skills and advance their careers. Improved Entrepreneurial Success: The programs have contributed to improved entrepreneurial success, with many participants starting and growing successful businesses. Enhanced Professional Networking: The programs have helped professionals and entrepreneurs build valuable connections and networks.</p>		
1)	Determine the importance of Training and Development for entrepreneurs.	8m	2
2)	Elaborate on International Entrepreneurial opportunities prevailing for entrepreneurs.	7m	3
Q.4	CASE STUDY	15m	
	<p>Meera, a passionate entrepreneur from a small town in India, always dreamt of starting her own handcrafted jewelry business. With a talent for designing and a vision to empower local artisans, she launched "<b>Meera's Creations</b>", offering unique, sustainable, and handmade jewelry. Meera's Creations offers a <b>unique value proposition</b> in the jewelry market by focusing on:</p> <ol style="list-style-type: none"> <li><b>Handcrafted &amp; Sustainable Designs</b></li> <li><b>Cultural &amp; Traditional Influence</b></li> <li><b>Empowering Local Artisans &amp; Women</b></li> <li><b>Customization &amp; Personalization Affordable Luxury</b></li> <li><b>Social Impact Branding</b></li> </ol> <p>i) List the Challenges Faced by Women Entrepreneurs.</p> <p>ii) What are the different ways women entrepreneurs can raise funds (government loans, venture capital, crowdfunding, self-financing)?</p> <p>iii) How can Meera expand her business—through social media, partnerships, or Going Global ? Justify</p>	<p>05</p> <p>05</p> <p>05</p>	03





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<b>Duration: 2 Hrs.</b>	<b>Maximum Marks: 60</b>	
<b>Instructions: 1) Draw neat diagrams 2)Use examples wherever required</b>		

Question No.		Max. Marks	Co Attainment
Q.1		15m	
A	Explain in detail the importance of HRM.	10m	1
B	Discuss the factors that make employee counselling an important factor in any organization.	5m	5
	<b>OR</b>		
C	Elaborate the types of recruitment conducted in any organization.	10m	2
D	List any four theory of wages in detail.	5m	4
Q.2		15m	
A	Determine the significance of Employee relations in HRM.	10m	5
B	Explain the relevance of HRP process.	5m	1
	<b>OR</b>		
C	Discuss in detail the different types of training conducted for the betterment of employees.	10m	3
D	Examine the concepts of Job description & Job specification.	5m	2
Q.3	<b>CASE STUDY</b>	15m	
	<p>BCG is a leading technology company that has been at the forefront of innovation and employee development.</p> <p>BCG's mission is to help businesses and organizations innovate and succeed in a rapidly changing world. BCG offers various training and development programs to help employees develop new skills and advance their careers.</p> <p>DESIRED Outcomes =&gt; Increased Employee Engagement: BCG's training and development programs have helped increase employee engagement and retention.</p> <p>Improved Skills Development: The programs have helped employees develop new skills and advance their careers.</p>		

	Enhanced Business Performance: The programs have contributed to improved business performance, with BCG achieving significant revenue growth and innovation.		
1)	Explain the significance and benefits of training and development to any organization.	8m	3
2)	Discuss the methods of Performance appraisal that can be conducted by BCG to achieve their desired outcomes.	7m	3
<b>Q.4</b>	<b>CASE STUDY</b>	<b>15m</b>	
	<p>Salesforce is a leading customer relationship management (CRM) company that has been at the forefront of innovation and employee incentives.</p> <p>Mission: Salesforce's mission is to help companies connect with their customers in a whole new way.</p> <p>Incentives: Salesforce's incentive programs are designed to motivate and reward employees for their performance and contributions.</p> <p>Desired Outcomes =&gt; Increased Employee Engagement: Salesforce's incentive programs have helped increase employee engagement and retention. Improved Performance: Salesforce's performance-based incentives have helped improve employee performance and productivity. Enhanced Company Culture: Salesforce's incentive programs have helped enhance the company's culture and values.</p>		
1)	Discuss on the Effective Incentive system that can be followed by Salesforce.	8m	4
2)	Explain the relevance of Salaries and wages in any organization.	7m	4