



SOMAIYA

VIDYAVIHAR UNIVERSITY



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

QUESTION PAPERS

BRANCH: Master of Commerce	SEM: II
ATKT	JUN-2025

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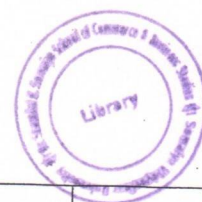


Suppl. Exam June 23
Sem II
17/6/25
MBM

Semester (November 2024 to March 2025)			
Examination: End Semester Examination April 2025 (PG Programmes)			
Programme code: 0 Programme: M.com		Class: FY	Semester: II
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce	
Course Code: 31P22C201		Name of the Course: Entrepreneurship Management	
Duration: 2 Hrs.		Maximum Marks: 60	
Instructions: <ol style="list-style-type: none">Read all questions carefully before answering.Answer all questions in a structured and coherent manner.Support your answers with examples, case studies, and real-world applications wherever applicable.Clearly indicate the question numbers in your answer sheet.Use diagrams, flowcharts, or tables wherever necessary for better clarity.Marks are assigned based on concept clarity, depth of analysis, application of knowledge, and structured presentation.			

Question No.		Max. Marks	Co Attainment
Q.1		15m	
	<p>Deepika and Aditi, two childhood friends passionate about sustainability, noticed a gap in the market for affordable, eco-friendly snacks. While many snack brands focused on taste, very few prioritized both health and sustainability. They envisioned EcoBites, a company that offers organic, locally sourced, and plastic-free packaged snacks.</p> <p>Their initial research showed a growing consumer demand for healthy snacking, especially among urban millennials and Gen Z. However, they faced challenges such as:</p> <ul style="list-style-type: none">● High production and packaging costs● Competition from established brands● The need for an effective marketing strategy● Finding the right distribution channels		

	Deepika and Aditi are now working on a detailed business plan to secure funding and make EcoBites a success. They must carefully define their target market, unique value proposition, pricing, and financial projections.		
A	Help them write a Business Plan .	10m	1
B	Elaborate on the problems faced by women Entrepreneurs .	5m	2
	OR		
C	Discuss the New trends in entrepreneurship	10m	3
D	Enumerate the different types of Entrepreneurs	5m	4
Q.2		15m	
A	Elaborate on the key aspects of Entrepreneurial promotion principles.	10m	2
B	" Success of Export oriented units lies in the strategies applied." Support the above sentence with valid points.	5m	3
	OR		
C	"The role of the central and the state government in promoting Global Entrepreneurship is massive." Explain the above statement with valid points.	10m	3
D	"A culture of continuous learning is crucial for any business." List factors that support the above statement.	5m	2
Q.3	CASE STUDY	15m	
	<p>Sheena joined DRINK CO. in 1994 and rose through the ranks, becoming CEO in 200 and leading the company's global expansion.</p> <p>Innovative Strategies: Sheena implemented innovative strategies, including a focus on sustainability and healthier products, which helped DRINK CO. grow and thrive.</p> <p>Leadership: Sheena's leadership and vision helped DRINK CO become one of the largest food and beverage companies in the world.</p> <p>Key Factors Driving Success</p> <p>Strategic Thinking: Sheena's strategic thinking and vision helped DRINK CO navigate changing market trends and consumer preferences.</p> <p>Leadership Skills: Sheena's leadership skills and ability to inspire and motivate teams were critical to DRINK CO success.</p> <p>Innovative Approach: Sheena's innovative approach to business, including a focus on sustainability and healthier products, helped DRINK CO stay ahead of the competition.</p>		
1)	Elaborate on the initiatives extended by the government to promote women entrepreneurs in the country.	8m	3
2)	Design a training and development strategy model (steps) for the	7m	2



	entrepreneurs.		
Q.4	CASE STUDY	15m	
	<p>India has witnessed a surge in entrepreneurial activities, driven by rapid digitalization, government initiatives like Startup India, and increasing youth participation in business. Startups in sectors like technology, e-commerce, fintech, and agritech have transformed the economic landscape, creating jobs, driving innovation, and boosting exports.</p> <p>For example, Udaan, a B2B e-commerce startup, revolutionized how small businesses procure goods by providing a digital platform for wholesalers and retailers. By empowering local businesses and reducing supply chain inefficiencies, Udaan contributed to economic development and financial inclusion.</p> <p>Entrepreneurship is crucial for India , However, entrepreneurs face challenges such as funding constraints, regulatory hurdles, and market competition. Overcoming these obstacles can further strengthen India's entrepreneurial ecosystem.</p> <p>Application Questions:</p> <p>i) Why is entrepreneurship significant for India's economic growth?</p> <p>ii) What are the key challenges entrepreneurs face in India?</p> <p>iii) What are the entrepreneurial traits required and how can an entrepreneurial mindset be cultivated ?</p>		1,4
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Examination: End Semester Examination April 2025 (PG Programmes)			
Programme code: 0		Class: FY	Semester: II
Programme: M.com			
Name of the Constituent College: S K Somaiya College		Name of the Department: Commerce	
Course Code: 31P23E201	Name of the Course: HR & IR		
Duration: 2 Hrs.	Maximum Marks: 60		
Instructions: 1) Draw neat diagrams 2)Use examples wherever required			

Question No.		Max. Marks	Co Attainment
Q.1		15m	
A	Elaborate on the advantages of training and development concept and also list any five types of training that can be conducted by any organization.	10m	3
B	List down the different methods of settlement in Industrial disputes.	5m	5
	OR		
C	Discuss the nature and significance of Wages and Salaries.	10m	4
D	Explain the scope of HRM.	5m	1
Q.2		15m	
A	"Maintaining discipline and grievance in any organization is a vital function for Industrial relations to be healthy." Justify the above statement with valid points.	10m	5
B	Explain the benefits of performance appraisal.	5m	3
	OR		
C	Determine the importance of an effective incentive system for any organization.	10m	4
D	List factors that affect the recruitment process.	5m	2
Q.3	CASE STUDY	15m	
	<p>TicKle is a leading technology company that has been at the forefront of innovation and human resource planning. TicKle is a multinational technology company that provides a wide range of products and services, including search, advertising, and cloud computing.</p> <p>Human Resource Planning: TicKle's human resource planning process is designed to ensure that the company has the right people with the right skills in the right places at the right time.</p> <p>Key Factors Driving Human Resource Planning</p> <p>Business Strategy: TicKle's human resource planning process is</p>		

	<p>driven by its business strategy and is designed to support the company's goals and objectives.</p> <p>Talent Needs: TicKle's human resource planning process is focused on identifying and meeting the company's talent needs.</p> <p>Innovation: TicKle</p>		
1)	Elaborate on the factors that affect the process of HRP. Discuss the importance of HRP for TicKle sa per their desired outcomes	8m	1
2)	Discuss any five important functions of Human resource management that can be implemented by TicKle.	7m	1
Q.4	CASE STUDY	15m	
	<p>Work Co. is a leading technology company that has been at the forefront of innovation and job analysis.</p> <p>Work Co. is a multinational technology company that provides a wide range of products and services, including hardware, software, and consulting services.</p> <p>Work Co.'s job analysis process is designed to gather, analyze, and record information about the duties, responsibilities, and requirements of specific jobs within the company.</p> <p>Key Factors Driving Job Analysis</p> <p>Business Needs: Work Co.'s job analysis process is driven by business needs and is designed to support the company's strategic objectives.</p> <p>Job Requirements: Work Co.'s job analysis process is focused on identifying the knowledge, skills, and abilities (KSAs) required for specific jobs.</p> <p>Employee Development: Work Co.'s job analysis process is designed to support employee development and help employees advance their careers.</p>		
1)	Explain the uses of Job analysis process and also highlight the concept of Job designing that can be used by Work Co.	8m	2
2)	Discuss the different types of selection tests that can be conducted by Wok Co. to have an effective selection process.	7m	2