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| **Semester: Sep 23 to Dec 23**  **Maximum Marks: 25 Examination: ETE Exam Date: 12/12/2023 Duration: 1.5 hrs** | | |
| **Programme code: 08**  **Programme: MBA EXE** | **Class:** FY | **Trimester: 1** |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center: General Management** | |
| **Course Code: 217P08C102** | **Name of the Course:** MANAGING NEW VENTURES | |
| **Instructions:**   * **All Questions are compulsory** * **Start each answer from a new page** | | |

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| **Question No.** |  | **Max.**  **Marks** |
| Q1 | ***Case Study:* Field Fresh FoodsPrivate Limited**  On one of those pleasant cold February mornings, Sanjay Nandrajog, the Chief Executive Officer of FieldFresh Foods Private Limited, pondered the future. He had just returned to Delhi from the company’s Agri Centre of Excellence (ACE), an R&D farm where he celebrated the dispatch of 500 metric tons of fresh baby corn to Europe. The top management team at FieldFresh was justifiably proud of this achievement as it had required tremendous effort to become an important exporter of Indian produce.  FieldFresh had been incorporated in 2004 with the vision of linking Indian fields to the world. India had a number of natural advantages in terms of climate, acres in production, and labor force to become a major power in agriculture. However, a poor infrastructure and an antiquated regulatory regime had stymied efforts to unleash India’s promise. FieldFresh hoped to overcome those challenges to bring India to the forefront of the world’s agriculture.  During its initial years of operation, FieldFresh had found out how difficult it was to build a supply chain for produce in India. The company had been through a phase of experimentation where it tried different sourcing models, logistical options, and crops. After less than stellar results, the company had decided to concentrate on one crop, baby corn. Over the next 24 months, the FieldFresh team adapted logistics to overcome crowded and crumbling roads, irregular power supply, and bureaucratic procedures. The company worked with thousands of farmers to gain their trust. By 2010, the FieldFresh team had been able to create an efficient supply chain for baby corn across Punjab and Maharashtra at all levels— input delivery, credit, irrigation, timely scientific advice, production as per specifications of European market, careful harvesting, improved produce handling, clean and fast transportation, proper management of cold chain storage environment, gaining safety certification, as well as grading, packaging, and labeling to meet international standards.  But success brought with it the expectation of growth. Nandrajog had a number of questions to answer before he could articulate a plan for further funding so that FieldFresh grow opportunistically into different foreign markets.  A. What is the Vision of FieldFresh Foods Private Limited?  B. Should FieldFresh continue to focus on baby corn, whose supply chain-market linkages it had perfected, or should the company expand the range of products it would supply?  C. Explain the utility of ‘Bird in Hand’ principle in above case. | 10 |
| Q2 | Write a Note on Anyone:   1. Business Model Canvas 2. Techniques of Idea Generation | 5 |
| Q3 | How are Entrepreneurs different from Businessmen, if at all? Explain the characteristics of successful Entrepreneurs. | 5 |
| Q4 | Write a Business Plan for any Idea of your choice. | 5 |