

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,  
Vidyavihar, Mumbai- 400077**

**Program: PGDM FS (Batch 207-19), Trim. VI  
Subject: Entrepreneurship Management  
(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 Hrs.**

**Date : 16/04/2019**

**Instructions**

**Question 1 is compulsory. (20 marks)**

**Attempt any 3 from the others. (10 marks each)**

**QUESTION 1.**

**Case Study:**

Mr. Kapoor has taken V.R.S. from an engineering company after a work - experience of 20 years in production engineering. After retirement he started working in his garage on an experimental basis, for manufacturing portable mini-windmills. His prototype model could be connected to any converter/inverter/device. Rao feels that this will have two basic advantages:

- a) A single mini-windmill can be installed on the roof of any building to generate wind power as against the normal windmills which require a lot of land space and time to be installed.
- b) Though what he produced was a prototype, Mr. Kapoor is of the opinion that a single mini-windmill installed and producing power will be highly cost effective and virtually every residential or commercial building can install its own mini-windmill for generating power. This would cost a mere fraction compared to the cost of power from any other source.

Mr. Kapoor is now looking for a sponsor for manufacturing of these windmills on a regular basis. He found out that a couple of banks are interested in supporting the initiative and he has also been connected to a few angel investors through his networks.

**Questions:**

- 1) Prepare a business plan for Mr. Rao to pitch the start up venture to investors.
- 2) Prepare a forecast with projected sales and profitability for 3 years given the following details. The raw materials required for the mini-windmill are steel poles coated with a zinc alloy, varying lengths of electricity wire and fan blades. Total cost of raw materials and labour: Rs 2,000/- per unit, Selling Price – Rs.10,000 per unit, Overheads – Rs.5,00,000/- p.a. Initial investment – Rs.10 crores

Projected no. of units: Year 1 – 30,000, Year 2 - 50,000, Year 3 - 1,00,000  
Also calculate the ROI.

**QUESTION 2 How does creativity lead to innovation? What are the various methods of idea generation used by organizations?**

**QUESTION 3 Explain Prof. John Mullin's 7 domain framework to evaluate entrepreneurial opportunities using a corporate example.**

**QUESTION 4 Outline and discuss the socio –cultural, legal, economic, political and technological factors which can make or mar the entrepreneurial climate in a country. Discuss the government support for entrepreneurship in India.**

**QUESTION 5 You plan to launch a fintech venture. Using Osterwalder's nine block canvas, design your business model.**

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