

**ST. JOSEPH'S COLLEGE (AUTONOMOUS) BENGALURU-27**  
**MID SEMESTER` EXAMINATION - AUGUST 2019**  
**B.COM - V SEMESTER**  
**BC5416 / BPS5416 – ENTREPRENEURIAL DEVELOPMENT**

**TIME: 1 Hour**

**MAX. MARKS: 30 Marks**

**SECTION A**

**Answer any FIVE of the following questions. Each question carries two marks. (5x2=10)**

- 1) Give any four benefits of MSME's to Indian Economy.
- 2) What do you mean by Ancillary Industries?
- 3) What is Entrepreneurship?
- 4) What is business opportunity?
- 5) What is feasibility study?
- 6) Mention any four objectives of SSI
- 7) Why do we call Entrepreneurs as "Challengers"?

**SECTION B**

**Answer any TWO of the following questions. Each question carries five marks. (2x5=10)**

- 8) Elaborate the steps taken by Government to solve the problems faced by MSME's.
- 9) Briefly explain Environmental scanning.
- 10) Explain in brief the different types of Entrepreneur.

**SECTION C**

**Answer the following compulsory question. The question carries ten marks. (1x10=10)**

**11) Case Study:**

Anita Roddick started the body shop in Brighton, England, in 1976. The company was established to sell cosmetics and lotions that were environmental friendly and were not tested on animals. The company caught the 1980s wave of the growing awareness of ecology and the company grew at a phenomenal rate.

The rapid growth has not been without problems. Many competitors entered the market after seeing the success of the body shop. The body shop, which has always relied on publicity instead of advertising, may now need to change its promotional strategy. In addition, stockholders are not always happy with the company's philosophy of doing good instead of concentrating on profits. Finally, personnel issues have surfaced and the company lost a husband and wife team that was responsible for

developing one of the body shop's most successful product lines. Amid all of these problems, Anita admits that running a large, bureaucratic company is like death.

The most common criticism is that the company lacked a plan for the future and had no clear sense of direction in its marketing. By the end of the decade, the company was dramatically restructured, manufacturing was divested, and Roddick took a back seat as a new CEO was brought in. However, Christmas sales in the year 2000 were poor and in the early part of 2001, the company showed a decline in sales when compared to the previous year.

**Questions:**

- (a) In what ways is the body shop experiencing problems similar to those of many rapidly growing companies. **(3 Marks)**
- (b) If you were hired as a consultant which problem would you consider most critical. **(3 Marks)**
- (c) In what ways could the company innovate radically? Identify some adventurous directions the company might consider. **(4 Marks)**

\*\*\*\*\* End of Question Paper \*\*\*\*\*