

Code No: MB1342/R13

MBA IV Semester Regular/ Supplementary Examinations, June-2016

ENTREPRENEURSHIP DEVELOPMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

1. a Describe the role and importance of women entrepreneur.
b What are the precautionary measures taken to overcome the problems of women entrepreneurship?
2. a Explaining the operational mechanism of feedback and performance of trainees?
b Briefly explain evolution of sources and methods of ideas planning and development e-business ventures?
3. a Describe the impact of post planning of a project?
b Bring out and Explain the techniques helpful for project quality management and quality assurance?
4. a Elucidate the conceptual framework of small entrepreneurs in international business?
b Explain the MSMEs policies and how their support to small entrepreneurs?
5. a How would you address Universities and other Educational Institutions offering Entrepreneurial Development Programme?
b Describe the role of Industrial Development Bank of India?
6. a Write down the process of formal training programme to inculcate entrepreneurial spirit?
b How you can differentiate training for new and existing entrepreneurs?
7. a Briefly explain the factors inducing growth and strategic investment decisions?
b What is project feasibility study and explain steps involved in this study?

Code No: MB1342/R13

8. Case Study

SAS Inc was established in the 1970's SAS practices employee friendly policies. Its co-founder and CEO, Dr. Jim Goodnight (born on 6 January, 1943) has created employee-centric corporate culture. He manages the largest and most successful private software company in the world, SAS institute. He is amongst the richest Americans. The company has created a unique corporate culture. To create a satisfied work force, SAS Inc has always focussed on two aspects of work culture --work life balance and work life benefits. The company believes that satisfied employees result in satisfied customers. Employees enjoy the perks offered by the company. The company considers employee perks as long-term investment in creative capital and not as employee retention costs. Employee-oriented policies contribute to increased job satisfaction and reduced employee turnover. Company has been enjoying sound position due to well-satisfied employees and loyal customers. The company has succeeded in creating the work place as the place to enjoy work. Analysts say that this philosophy had provided SAS with a competitive edge even during the economic crisis. On 18 Jun 2010, SAS was named No. 1 on Fortune's '100 Best Companies to work For' list for 2010.

Moreover, the company CEO did not want to make the company public even if that meant more profits for the company. According to Goodnight, converting private company into public company would destroy the company's employee-focused organisational culture because it would have to work under the pressure of shareholders. Experts suggest that the SAS business model depicts that employee loyalty and customer satisfaction is interlinked, and that this is the secret behind the company's success. The company does everything possible to manage work life balance. However, critics contend that many of the work life initiatives and employee perks are unnecessary expenses. Too much employee-centric policies and practices affect objectively in operations. The basis issues are: 'How much should the company be employee-oriented?'

Questions:

1. What is the employee centric corporate culture?
2. How does the company view the employee perks and benefits?
3. What is the secret of success of SAS Inc?
4. Do you think that too much employee orientation is fair? Why?
