

TILAK MAHARASHTRA UNIVERSITY
Masters of Business Administration (Distance)

Home Assignment - IInd year – Semester III

Marks : 80

Code : MBA - 301

Note :

- * The Paper consists of two sections I & II
- * Attempt any 4 questions from Section I
- * Section II is Compulsory

Entrepreneurship Development

Section I

- Q 1) Define the term “Entrepreneur”.
Differentiate between Entrepreneur & Intrapreneur. (15)
- Q 2) What are the basic Governmental procedures to be complied with ? (15)
- Q 3) What is Technical Feasibility with reference to Project Management ? (15)
- Q 4) Enumerate & expand on Peter Drucker’s 4 Entrepreneurial pitfalls. (15)
- Q 5) Short Notes : (15)
- (a) State Finance Corporations
 - (b) EDII
 - (c) NEDB
 - (d) Opportunity Analysis
 - (e) Personal background of an Entrepreneur

Section II

- Q 6) Case Study (20)

Rita Singh, the founder of Mesco Company with an annual turnover of Rs.1,500 crores has to put hard labour to reach to the pinnacle of her success. When she was just 7 years old, her father retired from the post of lecturer. She got married with an Air Force Officer at the age of 19 years. When she felt boredom after marriage, she planned to start a milk dairy. She started it with three buffaloes at Hindon near Ghaziabad. She started earning profits from selling milk and thought to expand her dairy business. However, it was not accepted to her luck. Her

husband was, meanwhile transferred to Sarwana. Like most of the Indian wives, she joined her husband at Sarwana but certainly with her innate enterprising attitude.

That place and situations do not deter one from marching ahead in accomplishing one's mission was certified by Rita Singh by installing a sugar plant at Sarwana. She was so strong in her mission that she dared to do on her own even the risky jobs like driving tractors packed with sugarcane. There came yet another trail for her. Her husband had to retire 20 years before his superannuating age as he fell prey to paralysis. Now, there was no other option for Rita Singh but to struggle. This struggle period sparked an altogether new business idea in her head. Rita Singh started thinking of venturing into the export business that was least known to her. But she was firm on it and her ardent effort brought an order for 5000 tons of Tepeo (a kind of cattle fodder) to supply to Germany & America. Rita Singh somehow complied with the order without any sufficient capital at his disposal and toured Germany all alone. Though she did not earn any profit out of her business tour to Germany, she could well understand the complex procedure involved in export business. This came as a turning point in her life. Then, there was no looking back for Rita Singh.

The Hindi word 'Singh' mean lion. The name 'Rita Singh' symbolizes 'lion'. She was so strong in strengths and serious in efforts as lion is. Today, the outcomes of Rita Singh's tireless hard labour to achieve greater and greater things in life are the Mesco Pharmaceuticals, Steel plant, leather goods, shoe company and Mesco Airlines. There is no denying of the fact that to erect such a gigantic business empire and to reach to her self-actualisation stage. Rita Singh underwent through every trial and struggles. That is why her success founded on series of struggles has made Rita Singh inclined to simple life and ordinary things. She likes to look after her business empire by traveling abroad in her helicopters. She likes to pass her holidays in her home in Mauritius. In fact, her likings are bundles of contradictions. While she likes to be adorned with diamonds and pearls, she loves to remember her days of struggle by looking at people traveling in rickshaws and in jam-packed DTC and blue line buses while traveling in her costliest Rolls Royce on the heavily crowded roads in the national city of Delhi. This is not the end of her likings. Last time, she also contested from the Ghaziabad parliamentary constituency, which she lost. She wants to live life with fulfillment for which she is always ready to take any risk. Rita Singh believes : "Risk needs to be taken in life because it is impossible to climb the stairs of success without taking risks."

Qs :1) In your opinion, what are the motivational factors for Rita Singh ?

2) Discuss the major entrepreneurial competencies that you find in this case.