

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
Online End Semester Examination, May 2021

Course: INTRODUCTION TO E&FB

Semester: 2ND

Program: BBA (E&FB)

Time: 03 Hours

Course code:

Max. Marks: 100

Instructions: Attempt all the questions

SECTION A

(30 Marks)

1. Each Question will carry 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

		Marks	
Q.1.	“Great ideas are not the problem: implementing them is.” It is a) misconception related to the business idea b) neither misconception nor reality c) reality related to business idea d) both misconception & reality	5	CO1
Q.2.	Sam has decided to open new business of supplying sports equipment to the Ministry of Sports. He decided to charge the least possible for his products and to source them from small-scale units. He tried to urge Tony to join his business. Before giving his final answer, Tony wants to know about the business. Which part of business plan should Tony look into? a) general introduction b) production plan c) business venture d) financial plan	5	CO1
Q.3.	_____ is the process in which a number of persons sit together and generate a number of business ideas by innovating alternative ways of meeting the needs and solving problems. a) brain storming b) market research c) environment scanning	5	CO1
Q.4.	Rohit is a native of the beautiful hills of Dhanulti. His family owns a apple orchard. During his summer break, he decided to help his family at the orchard. He observed that a lot of time was lost in plucking apples. Hence, he worked on solution and made a simple plucking machine attached with a net land a knife. This saved a considerable amount of time and effort. Identify the role of Rohit. a) problem solver b) innovator c) both a & b	5	CO1
Q.5.	Samir & Sam are arguing on the fact that there is no difference between the objective of entrepreneur and social entrepreneur. Samir s of the view that the final objective of social entrepreneur is wealth creation but Sam is of the view that for social entrepreneur wealth creation is a means to an end. Who is correct? a) Samir b) Sam c) both are correct	5	CO1
Q.6.	_____ can be defined as the process that activates the entrepreneurs to exert high level of efforts for the achievement of his/her goals.	5	CO1

	a) motivation b) ethics c) attitude		
SECTION B (50 Marks)			
1. Each question will carry 10 marks 2. Instruction: Write short / brief notes			
Q.7.	“The issues facing family businesses and in some instances family offices are diverse, complicated, emotionally charged yet, in some instances, subtle.” Highlight the issues faced family businesses.	10	CO2
Q.8.	A business owner with two sons who must make decisions on issues such as compensation and succession. The brothers have different skill sets and ideas about how the business should operate; they've always been close, but issues regarding leadership are straining their relationship. What can the owner/father do to mitigate this situation?	10	CO2
Q.9.	Families have a number of unique attributes that serve to strengthen a family business. Identify the attributes.	10	CO2
Q.10.	Despite having a close network of owner/directors and the ability to make decisions quickly, family-owned companies may unable to sustain growth and have a shorter lifecycle than a privately owned company due to is inherent disadvantages attached. Define the disadvantages.	10	CO3
Q.11	The literature on family businesses agrees that most family firms go through an evolution process of ownership and management over time that is made of three key stages. Explain the stages.	10	CO3
SECTION-C (20 Marks)			
1. Each Question carries 20 Marks. 2. Instruction: Write long answer.			
Q.12.	a) Bhattacharyya (2007) and Ramachandran and Bhatnagar (2012) have discussed the challenges faced by the Indian family businesses at length. Analyze the challenges mention by the scholars. b) In one of the paper by Himani Chahal & Anil, they mention, “A number of family businesses in India do not last past two–three generations”. According to them what are the reasons for the same.	10 X 2 = 20	CO4