

PNS School of Engineering & Technology
Internal Assessment Examination – 2022
ENTREPRENEURSHIP AND MANAGEMENT & SMART TECHNOLOGY

Full Marks: 20

- 1. Answer any One Question.** [10 X 1]
- (a) Write Different Types of Entrepreneurs.
 - (b) Briefly Describe the Characteristics of Entrepreneur.
 - (c) What are the Barriers of Entrepreneurs ?
- 2. Answer any Five Questions.** [2 X 5]
- (i) What is Business?
 - (ii) What do you mean by Medium Scale Entrepreneur?
 - (iii) What do you mean by Women Entrepreneur?
 - (iv) What is Joint Entrepreneur?
 - (v) What is Trading Entrepreneur?
 - (vi) What do you mean by the need of Entrepreneurship?
 - (vii) What is Self Confidence?
 - (viii) What do you mean by Technical Entrepreneur?

Ans.Q.No,1 (a) –

Different Types of Entrepreneurs

Entrepreneurs are classified into different types based on different classifications as mentioned below:

➤ *Based on the Type of Business:*

1. Trading Entrepreneur:

As the name itself suggests, the trading entrepreneur undertake the trading activities. They procure the finished products from the manufacturers and sell these to the customers directly or through a retailer. These serve as the middlemen as wholesalers, dealers, and retailers between the manufacturers and customers.

2. Manufacturing Entrepreneur:

The manufacturing entrepreneurs manufacture products. They identify the needs of the customers and, then, explore the resources and technology to be used to manufacture the products to satisfy the customers' needs. In other words, the manufacturing entrepreneurs convert raw materials into finished products.

3. Agricultural Entrepreneur:

The entrepreneurs who undertake agricultural pursuits are called agricultural entrepreneurs. They cover a wide spectrum of agricultural activities like cultivation, marketing of agricultural produce, irrigation, mechanization, and technology.

➤ *Based on the Use of Technology:*

1. Technical Entrepreneur:

The entrepreneurs who establish and run science and technology-based industries are called 'technical entrepreneurs.' Speaking alternatively, these are the entrepreneurs who make use of science and technology in their enterprises. Expectedly, they use new and innovative methods of production in their enterprises.

2. Non-Technical Entrepreneur:

Based on the use of technology, the entrepreneurs who are not technical entrepreneurs are non-technical entrepreneurs. The forte of their enterprises is not science and technology. They are concerned with the use of alternative and imitative methods of marketing and distribution strategies to make their business survive and thrive in the competitive market.

➤ *Based on Ownership:*

1. Private Entrepreneur:

A private entrepreneur is one who as an individual sets up a business enterprise. He / she is the sole owner of the enterprise and bears the entire risk involved in it.

2. State Entrepreneur:

When the trading or industrial venture is undertaken by the State or the Government, it is called 'state entrepreneur.'

3. Joint Entrepreneurs:

When a private entrepreneur and the Government jointly run a business enterprise, it is called 'joint entrepreneurs.'

➤ *Based on Gender:*

1. Men Entrepreneurs:

When business enterprises are owned, managed, and controlled by men, these are called 'men entrepreneurs.'

2. Women Entrepreneurs:

Women entrepreneurs are defined as the enterprises owned and controlled by a woman or women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprises to women.

➤ *Based on the Size of Enterprise:*

1. Small-Scale Entrepreneur:

An entrepreneur who has made investment in plant and machinery up to Rs 1.00 crore is called 'small-scale entrepreneur.'

2. Medium-Scale Entrepreneur:

The entrepreneur who has made investment in plant and machinery above Rs 1.00 crore but below Rs 5.00 crore is called 'medium-scale entrepreneur.'

3. Large-Scale entrepreneur:

The entrepreneur who has made investment in plant and machinery more than Rs 5.00 crore is called 'large-scale entrepreneur.'

- **Impact on Society and Community Development-** A society becomes greater if the employment base is large and diversified. It brings about changes in society and promotes facilities like higher expenditure on education, better sanitation, fewer slums, a higher level of homeownership. Therefore, entrepreneurship assists the organisation towards a more stable and high quality of community life.
- **Increase Standard of Living-** Entrepreneurship helps to improve the standard of living of a person by increasing the income. The standard of living means, increase in the consumption of various goods and services by a household for a particular period.
- **Supports research and development-** New products and services need to be researched and tested before launching in the market. Therefore, an entrepreneur also dispenses finance for research and development with research institutions and universities. This promotes research, general construction, and development in the economy.

Ans.Q.No,1 (b) –

Characteristics of Entrepreneur:

An Entrepreneur who has a high level of administrative capability, mental and emotional stability, flair and ability for decision-making, initiative, creativeness, self-confidence, communication ability, intelligence, self-confidence, organisational skill, human relations ability and has a sound technical knowledge stands much better chance of success in running the enterprise.

The personality characteristics make the entrepreneur quite different from an ordinary human being. Some of the characteristics are inborn in him and some are acquired. The traits can be further developed in an individual if they are present in him to some extent in latent form, by well structured training and development programmes.

The important entrepreneurial characteristics are:

ENTREPRENEUR

1. Administrative Ability

2. Creativity

3. Self-Confidence

4. Tactfulness

5. Foresight

6. Clarity

7. Communication Ability

8. Business Secrecy

9. Technical Knowledge

10. Optimistic

11. Willing To Take Risk

12. Decision Making

1. Administrative Capability:

A Successful Entrepreneur should be a good administrator. He should know the art of getting things done by other people without hurting their feelings or self respect. An entrepreneur must be able to build a team, keep it motivated and provide an environment of individual growth and career development.

2. Creativity:

An entrepreneur must be reasonably intelligent and should have creative thinking. They should try to accomplish something new, something unique new products, processes or markets etc. They should be innovative, flexible and willing to adopt change. They must involve themselves in thinking and finding new ways of doing the things in a better way. They must be able to engage in

the analysis of various problems and situations in order to deal with them intellectually. They must try to accomplish challenging tasks.

3. Self Confidence:

An entrepreneur should have a self confidence in order to get success in the business. A man with relevant knowledge, skills and information and having successful experience in the past possesses greater degree of self confidence. A man with self confidence has clear thoughts and well defined goals to achieve in his life. An entrepreneur having high level of self confidence is able to evaluate his competencies and capabilities in a realistic manner. He puts forward his case confidently and gets needed help from concerned agencies or authorities.

4. Tactfulness or Human Relations Ability:

The most important personality factors which contribute to success of an entrepreneur are emotional stability, personal relations, considerations and tactfulness. An entrepreneur must maintain good relations with his customers to maintain and improve sales. He must also maintain good relations with his employees and motivate them to perform their jobs at a high level of efficiency. An entrepreneur who maintains good human relations with customers, employees, suppliers, creditors and the community is much more likely to get success in his business from one who does not practice good human relations.

5. Foresight:

Entrepreneur should possess a great vision. He should be able to perceive the opportunities in the environment which other people are unable to see. He must be future oriented intelligent and resourceful person. He must be able to predict the future events about the business more accurately by knowing the past and present. He must be able to anticipate the problems or difficulties which his business is likely to face in future and decide the ways to overcome them.

6. Clarity (Clear Objectives):

An entrepreneur should have clear objectives about the exact nature of the business. He should clearly decide what to produce, how much to produce, where to produce, and where to sell and other subsidiary activities to be undertaken in connection with his business. A successful entrepreneur must have the objective to establish the product to make profit or to render social service.

7. Communication Ability:

Communications ability is the ability to communicate effectively. Communication is a process by which instructions, ideas, thoughts or informations are transmitted, received and understood by the persons working in the organisation. Through communication the employees can be instructed clearly what exactly to do and the way in which it is to be done efficiently and economically. The entrepreneur who can effectively communicate with his customers, employees, suppliers and creditors will be more likely to get success than the entrepreneur who does not.

8. Technical Knowledge:

An entrepreneur must have sound technical knowledge. Technical knowledge can be acquired if tried hard enough.

9. Secrecy:

An entrepreneur must be able to guard business secrets. Leakage of business secrets to trade competitors will be self defeating. Hence, he should be very careful to maintain his business secrets. He should select his assistants properly and carefully and tryn to build up their honesty so as to guard against leakage of business secrets.

10. Optimistic Attitude:

An entrepreneur should attempt to undertake any task with a hope of success and not with a fear of failure. He should have positive and optimistic attitude. In the process of accomplishing his task even if he fails, the failure experience should not change his thinking. The hope of success is normally based upon his confidence regarding his abilities and resources.

11. Decision-making:

The entrepreneur should be able to take quick, timely and correct decisions. Decision-making means to decide the future course of action for the organisation, over short or long terms. It is necessary to take decisions throughout the business cycle, for achieving maximum returns on the assets of the business enterprise. Decision making is essential to solve business problems. Decision-making under certainty is comparatively easy. While taking

decisions under uncertainty the entrepreneur should use his judgment and experience. While taking decisions under uncertainty the entrepreneur should be willing to take a calculated risk.

12. Willingness to take risk:

Entrepreneur likes to enjoy excitement of a challenge, but does not gamble. He should be willing to take calculated risk but avoid situations involving extreme risks. He finds difficulties challenging and stimulating.

The concept of entrepreneur and entrepreneurship incorporates basic qualities of leadership, innovation, hard work, vision, foresight and maximisation of profits. The entrepreneur is an able motivator and brings in change for the betterment of society. He is committed to progress.

Ans.Q.No,2(i) –

What is Business?

Human beings are continuously engaged in some activity or other in order to satisfy their unlimited wants. Every day we come across the word 'business' or 'businessman' directly or indirectly. Business has become essential part of modern world.

Business is an **economic activity**, which is related with continuous and regular production and distribution of goods and services for satisfying human wants.

All of us need food, clothing and shelter. We also have many other household requirements to be satisfied in our daily lives. We met these requirements from the shopkeeper. The shopkeeper gets from wholesaler. The wholesaler gets from manufacturers. The shopkeeper, the wholesaler, the manufacturer are doing business and therefore they are called as Businessman.

Ans.Q.No,2(ii) – Medium-Scale Entrepreneur:

The entrepreneur who has made investment in plant and machinery above Rs 1.00 crore but below Rs 5.00 crore is called 'medium-scale entrepreneur.'

Ans.Q.No,2(iii) – Women Entrepreneurs:

Women entrepreneurs are defined as the enterprises owned and controlled by a woman or women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprises to women.

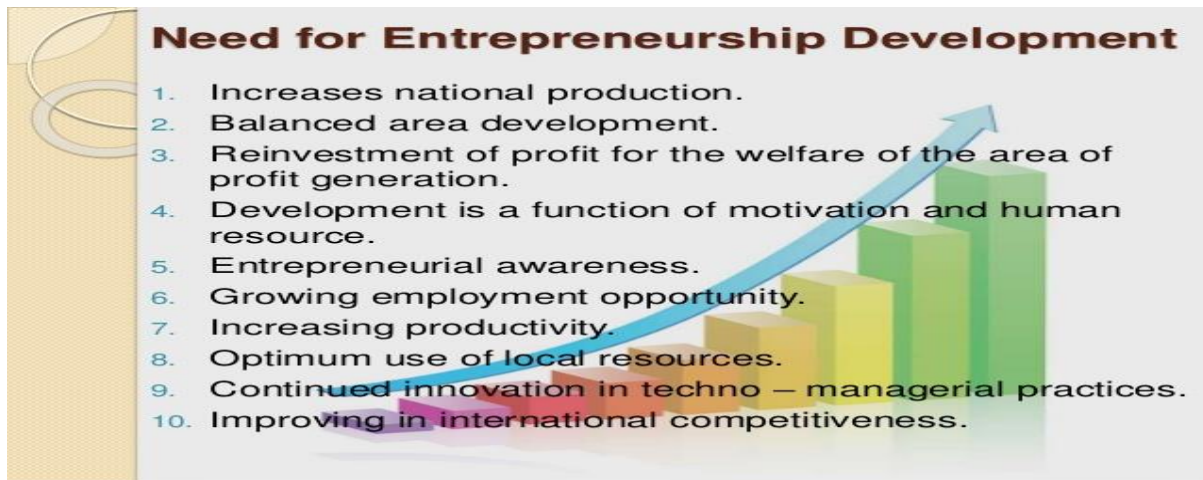
Ans.Q.No,2(iv) – Joint Entrepreneurs:

When a private entrepreneur and the Government jointly run a business enterprise, it is called 'joint entrepreneurs.'

Ans.Q.No,2(v) – Trading Entrepreneur:

As the name itself suggests, the trading entrepreneur undertake the trading activities. They procure the finished products from the manufacturers and sell these to the customers directly or through a retailer. These serve as the middlemen as wholesalers, dealers, and retailers between the manufacturers and customers.

Ans.Q.No,2(vi) –



Ans.Q.No,2(vii) –

Self Confidence:

An entrepreneur should have a self confidence in order to get success in the business. A man with relevant knowledge, skills and information and having successful experience in the past possesses greater degree of self confidence. A man with self confidence has clear thoughts and well defined goals to achieve in his life. An entrepreneur having high level of self confidence is able to evaluate his competencies and capabilities in a realistic manner. He puts forward his case confidently and gets needed help from concerned agencies or authorities.

Ans.Q.No,2(viii) –

Technical Entrepreneur:

The entrepreneurs who establish and run science and technology-based industries are called 'technical entrepreneurs.' Speaking alternatively, these are the entrepreneurs who make use of science and technology in their enterprises. Expectedly, they use new and innovative methods of production in their enterprises.