

School of Finance and Commerce**Bachelor of Commerce Honours
Semester End Examination - Jul 2024****Duration : 180 Minutes
Max Marks : 100****Sem IV - H1UB405T - Fundamentals of Entrepreneurship**General Instructions*Answer to the specific question asked**Draw neat, labelled diagrams wherever necessary**Approved data hand books are allowed subject to verification by the Invigilator*

- 1) Explain the concept of mezzanine investment. K1(2)
- 2) Describe role of Woman Entrepreneurs in Society. K2(4)
- 3) Explain the different types of project. Sectoral projects, Quantifiable and Non-quantifiable projects K2(6)
- 4) Identify the main features Leibenstein's X-efficiency Theory. K3(9)
- 5) As a new entrepreneur, how would you estimate the requirement of finance? K3(9)
- 6) Assess the evolution and growth of entrepreneurship in India. K5(10)
- 7) Establishing a new business unit is a complex and risky task. Entrepreneurs have to fulfil various legal formalities for establishment of a new unit'. Analyze the above statement K4(12)
- 8) 'When entrepreneurs decide to make their idea come true, one of the first challenges they face is the immediate need for funding.' Summarise the various sources of raising finance by entrepreneurs. K5(15)
- 9) Classify the types of social entrepreneurs. K5(15)
- 10) Kiran Majumdar Shaw is an Indian Entrepreneur and Philanthropist who founded a biotechnology company, Biocon Limited in Bangalore, India. She is the Chairperson and Managing Director of Biocon. She received the Othmer Gold Medal for her exceptional contributions to the progress of science and chemistry. Financial Times named her in the business list of top 50 women. Forbes listed her as the 65th most powerful woman in the world. She was also named EY World Entrepreneur Of The Year 2020. She was ranked #2 in the Women Philanthropist list of 2019 by the Hurun Report India Philanthropy List 2019. As of the year 2020, she has an estimated net worth of \$4.6 billion. Kiran Mazumdar is the executive chairperson and the founder of one of the most prominent biopharmaceutical companies around the globe, Biocon Limited. Kiran is a person who is an inspiration to thousands of women out there who are aspiring to become entrepreneurs. Kiran Mazumdar Shaw - Education Kiran initially wanted to follow in her father's footsteps. She studied at Bangalore's Bishop Cotton Girl's high school. She then took a pre-university course from an affiliate K6(18)

of Bangalore University, Mount Carmel College. She further graduated with a bachelor's degree in zoology from Bangalore University in 1973. Kiran wanted to pursue medical college but was unable to get any scholarship in any medical college. Her father then suggested to pursue fermentation science and get trained as a brewmaster, which is a very non-traditional field for women. She went to Ballarat College, Melbourne University in Australia to study malting and brewing. She earned her degree of master brewer in 1975. Kiran Shaw was the only woman who opted for the brewing course and with her intelligence, she topped in her class.

Kiran Mazumdar Shaw - Challenges Faced in Entrepreneurship
She started with a seed capital of Rs.10,000. In spite of being a joint venture, Indian laws restricted foreign ownership to only 30% of the company. Thus, 70% of the company belonged to Kiran Mazumdar Shaw. She faced reliability challenges because of her youth, gender, and untested business model. She was unable to secure funding for her company initially. She tried hard and finally got her first financial backing. She also struggled while recruiting people to work for her startup. She had to face technological changes with an eye to building a biotech business in India, which was then having a poor infrastructure.

Kiran Mazumdar Shaw - Success story
Kiran met Leslie Auchincloss, who is the founder of Biocon Biochemicals Limited, of Cork, Ireland. The aforesaid company produces enzymes to be used in brewing, food packaging, and textile industries. Auchincloss was desperately looking for an entrepreneur in India, who would help her in establishing an Indian subsidiary of Biocon. Kiran agreed to undertake the offer on a condition that if she did not wish to continue post six months, she would be given the position of brewmaster. She started working as a trainee manager at Biocon Limited, Cork, Ireland to learn more of the business. Post the training period, she returned India to establish the business. In 1989, Biocon Biochemicals of Ireland was acquired from Leslie Auchincloss by Hindustan Unilever. The partnership with Unilever helped Biocon to establish best practices and quality systems across the world. Unilever then sold its chemical division including Biocon to Imperial Chemical Industries (ICI). Her husband, John Shaw invested \$2 million to purchase the shares of Biocon from ICI.

Q. From above case answer the following questions: 1. Discuss the type of women entrepreneur is Kiran Majumdar. 2. Elaborate the features of Kiran Majumdar as an entrepreneur.