**Entrepreneurship Management**

**December 2023 Examination**

**Q1. Mr. Varma is starting his own start-up, which caters to the FMCG industry. Discuss any 4 tools in detail that will aid in your industry analysis**

**Ans:**

**Introduction**

Industry evaluation is essential for any startup, especially within the speedy-moving consumer goods (FMCG) region, which operates in a notably competitive and dynamic market. Understanding the industry's dynamics, market trends, competition, and consumer behavior is crucial for formulating powerful strategies and making informed business selections.

In this context, employing numerous industry analysis gear is crucial. These gear provide a structured framework to collect and examine data, enabling startups like Mr. Varma to comprehend the industry landscape comprehensively. They assist in figuring out

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**Q2. “Trends in Entrepreneurship, in the current era have made it booming as compared to theancient form of entrepreneurship.” Do agree or disagree? Justify your answer with proper explanation.**

**Ans:**

**Introduction**

Entrepreneurship, developing and managing a business venture, has evolved significantly over the years. Entrepreneurship has witnessed a booming segment in the contemporary era compared to its ancient form. This alteration can be attributed to various factors, which include technological advancements, changes in customer behavior, global Connectivity, and shifts in the economic landscape. In this dialogue, we will delve into entrepreneurship traits, comparing the modern generation with ancient times, and provide a comprehensive analysis to substantiate the claim that entrepreneurship is booming in the gift age.

**Concept & Application**

**Modern Era Entrepreneurship**

**1. Technological Advancements**

The modern era is characterized by rapid technological advancements that have revolutionized the business landscape. Improvements like the net, synthetic intelligence, big

**Q3. Raj Sharma dealt were quiet ordinary. In order to bail out Raj Sharma off trouble, the consultant along with Raj Sharma performed feasibility study and even moved the start-up location to the hub of the toy market. Further, the consultant made the necessary amendments in Raj Sharma’s business plan and then asked him to again approach investors. This time Raj Sharma was able to secure monetary aid equivalent to the one stated in the business plan. Thus,the changes helped Raj not only reopen his venture, but also to establish a thriving business.**

**a) What expectation did Raj Sharma have with his start-up?**

**Ans :**

**Introduction:**

In entrepreneurship, dreams often fuel the initiation of recent ventures. Raj Sharma is no exception. His aspirations have been deeply rooted in his start-up, and he appreciably predicted its achievement.

Raj Sharma embarked on his entrepreneurial adventure with the imagination and presence of doing a profitable business that would thoroughly impact the market. He believed in his idea

**b) Why did many investors reject Raj Sharma’s business plan?**

**Ans :**

**Introduction:**

Raj Sharma, a budding entrepreneur, faced challenges in gaining traction for his business plan within the initial stages of his task. This narrative delves into the motives behind traders' rejection of Raj Sharma's marketing strategy, the subsequent interventions by a representative, and the resulting achievement following strategic changes. Understanding the nuances of the scenario offers valuable insights into the importance of adaptability and