



**Institute of Management
JK Lakshmipat University
Jaipur**

END TERM EXAMINATION, Dec. 2022

BBA- Sem. I
MM: 40 Marks

Course: Entrepreneur and Entrepreneurship
Time: 2 Hours
Subject code: ED1101

Instructions:

- 1) Write your roll no. on question paper
- 2) Attempt any three questions from section 'A' and Section 'B' is compulsory.

Section-A

- Q1. 1. Is it the right time to start with entrepreneurship in India? Elaborate. How would you describe the role of entrepreneurship in sustainable economic development in the Indian context? (5*2 Marks)
2. Illustrate the JKLU entrepreneurial eco-system and the ingredients that can act as its positive influencer? LO 2
- Q2. 1. List the differences among an entrepreneur, a manager and an intrapreneur? (5*2 Marks)
2. List the features, challenges and best practices of the family business in India with example? LO 3, 5
- Q3. How would you classify social entrepreneurship with business entrepreneurship? Discuss the salient features of social entrepreneurship with examples. (10 Marks)
LO 4
- Q4. How would you describe an entrepreneur? Delineate the salient characteristics of an entrepreneur. Do you think that the characteristics are different from competencies? Illustrate. (2+4+4 Marks)
LO 1

Section-B

- Q5. Discuss the following case: (5*2 Marks)
Case Study- Indra Nooyi: Be Yourself

The most well-known face amongst Indian women entrepreneurs -Indra Nooyi is the CFO and President of PepsiCo. Indra was born to a conservative and middle-class family in Madras (presently Chennai) and was always known to be a bit of a rule breaker. This was the time when Indian women were presumed to be the typical introvert housewives, but Indra believed otherwise. She was a very ambitious girl and always believed in utilizing her talents to the fullest. She had joined an all-girls' cricket team, and even played guitar in an all-female rock band, during her days at the Madras Christian College. This determination and perseverance made her an entry at IIM Kolkata, from where she completed her PG Diploma in Management in 1976. LO 4

After completion of her MBA, she joined ABB and then Johnson and Johnson (J&J) in Mumbai as a product manager. One of her achievements with J&J is her close association with the launch of the sanitary napkin, Stayfree. Not satisfied with the way her career was going she persuaded her parents to let her study at Yale Management School in the US and earned a Master's degree in Public and Private Management in 1978.

While studying at Yale she worked as a receptionist to buy a western suit for her first job interview. Being uncomfortable with the outfit she was rejected. For her next interview, her professor advised her to stick to what she was comfortable with. She wore a sari and got the job and this philosophy of 'be yourself' she followed for the rest of her career.

Before landing in Pepsi, the world's second largest soft-drink company, Nooyi held several senior positions at Motorola and Asea Brown Boveri. Nooyi joined PepsiCo in 1994 and was named president and CFO in 2001. In 2006, Nooyi surpassed everybody's imagination, when she was named the successor to Steven Reinemund as chief executive officer of Pepsi Co. According to Business Week, since she started as CFO in 2000 the company's annual revenues have risen 72%, while net profit more than doubled, to USD 5.6 billion in 2006. Her quick decision-making ability and clinging to the work until it's accomplished continues to grow PepsiCo, the USD 39 billion food and beverage giant. Focusing on innovation instead of acquisition, the company has been debuting new product lines, targeted marketing and repackaging efforts since 2009.

A big part of Nooyi's success over the years has been her heart-centered approach. From her early days with PepsiCo right through to the height of her powers, she consistently made decisions based on what was best for people, including both the brand's customers and its employees. She wasn't afraid to make big decisions to pursue profits, but always followed the guidance of her own moral compass. Even when her plans were doubted, she trusted her instincts and strategic planning.

Her leadership style is built around her beliefs in honesty and trust. She was well-known for being honest and open with her teams and employees at PepsiCo and in other roles, welcoming feedback, accepting support, and being a calm head in stressful times. Indra Nooyi's approach to management echoes her approach to leadership; she has always been someone who values her workers and wants to work together with them as a team, respecting their opinions, listening to their feedback, and appreciating their support. She's also a leader who has always worked towards happy and positive workplace culture, making changes at PepsiCo to encourage workers to feel more comfortable and stay there for the long term.

Speaking of her achievements, Nooyi is the 12th highest-paid corporate woman in the US, with an annual pay package of over USD 12.7 million, according to Forbes magazine. She shares the world's 100 most powerful women list with the likes of Condoleezza Rice, Sonia Gandhi, Oprah Winfrey and Hilary Clinton.

She was awarded the Padma Bhushan in 2007. Nooyi has been named the 'Most Powerful Business Woman in the world in 2006 and 2007 by Fortune magazine. Presently, there are only 10 Fortune 500 companies that are run by women. Nooyi is the 11th to break into the top echelons of power. The Cola giant chairperson serves as an Honorary Co-Chair for the World Justice Project.

In 2018, Nooyi announced that she was stepping down from the CEO position. Since leaving PepsiCo, Nooyi has become the co-director of the Connecticut Economic Resource Center, helping to develop strategies for the state's economic growth. In 2020, she was also selected to be part of a team of experts responsible for the easing of COVID-19 restrictions in the state of Connecticut. She is also the co-chair of AdvanceCT, a non-profit organization focused on improving business opportunities in Connecticut.

Describing herself as an ordinary girl she still retains so much of her Indianness and dons a sari with bindi in most of the official ceremonies. She believes the corporate world appreciates people who are genuine. She views PepsiCo as an extended family. Being a woman, immigrant and of the different race made it thrice difficult for Nooyi to reach to this position but the only mantra which she followed was working twice hard as her male counterpart.

Questions:

1. "The greatest problem of women entrepreneurs is that they are women". Discuss the challenge faced by Nooyi specifically and women in general during their entrepreneurial journey.
2. In your opinion, what are the success mantras and motivational drivers of Nooyi as a successful Indian woman entrepreneur?