

Mech

College Of Engineering, Pune
End Semester Examination, April, 2013
T.Y.BTech (Mechanical)
Entrepreneurship Development and Communication Skills (EDCS)

Day & Date: Thursday May 2, 2013
Maximum Marks: 50

Time: 2.00 to 5.00 pm
Duration: 3 hours

Instructions:

1. Solve all the questions.
 2. Figures to the right indicate full marks.
 3. Do not keep mobile phones with you; the handsets will be retained permanently by the exam cell.
 4. Draw figures wherever necessary.
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Q1. According to Randy Pausch, in his “last lecture” talk, what was his theory about time management? Explain his four bold statements that he made in his talk. **(10 marks)**

Q2. Business reports often contain executive summaries. What is the purpose of having an executive summary? What should it contain? **(10 marks)**

Q3. Why is Innovativeness important in Entrepreneurship? Describe a few ways to promote innovativeness in an organization. **(10 marks)**

Q4 Answer any **one** of following case studies. **(10 marks)**

Background: Heavy rains have hit, and the entire area of the Koshi belt in the North Bihar bordering Nepal is inundated due to change of course of Koshi. The district town of Sakri- located in the North Bihar- sits high and well away from the fury of Koshi, so, the fear of floods is not much of concern to the people in town. You, as the district Magistrate of Sakri district, last year, got a new passageway and gutter (collectively called chute) built to increase the capacity of the reservoir in Sakri to 30 crore litres of water. Two other sub-divisional towns of downstream- Murariganj and Dumdama are less than 15 minutes away from Sakri. Each town has about 10,000 residents on both sides of the national Highway 77.

Chronology of events: Late afternoon, rains begin, and the Meteorological office at Patna predicts that there will be a strong, westerly winds blowing, bringing in heavy rains.

8.12 pm: A flash flood watch is issued by the Meteorological Office.

8.30pm: Heavy rains begins

10.15 pm: The Executive Engineer of Sakri stations a junior engineer on the dam to watch for, and report any problems. The junior engineer sees water pouring a good 2 feet

over the chute. (It was later estimated that the reservoir was holding 55 crore litres of water during and after the storm.)

11.30 pm: Six inches of rain have fallen over the last 3 hours.

1.15 am: The Junior Engineer sees a section of dirt break away,

1.30 am: When water recedes below the top of the dam, the Junior Engineer and other workers discover that the water has eaten around the drainage and is gradually carving away the sides of the earthen dam. A first attempt at closing the hole with sandbags fails when the force of the water carries the bags right through.

1.50am: As the Dm of Sakri, you are now in meeting with the Executive Engineer of Sakri, the PWD Engineer, the SP, The chief medical officer of Sakri, and the district disaster Cell Manager to discuss the situation.

- a. Should residents in the two downstream towns of Murariganj and Dumdama be evacuated? (2)
- b. If the decision is to evacuate, when should the evacuation take place? (2)
- c. Who will notify the population and how? (2)
- d. What additional resources will be required to accomplish the evacuation? (2)
- e. Who is responsible for the entire evacuation process? (2)

OR

Q4. Raj is a recent graduate in Mechanical Engineering. He has just one year of experience in the Design and Development department of a small firm engaged in manufacturing of Hydraulic Systems. Raj is the only male off-spring between two brothers. His father is a farmer, who brought up his two younger brothers under great hardship. Now, he has a farm house near Kolhapur with some surplus land which can be used for non-polluting industrial purpose after some formalities. His uncle works in Cummins Engines and is responsible for outsourcing the components. Raj's uncle is settled in Thane and owns a flat near the station. He is also a part time trainer with NIIT for their franchise outlet. Raj is not happy with his earnings. His colleagues, who got the job in IT sector, are far more settled financially. The family is encouraging Raj to start his own enterprise. They can put about 10 lakhs INR in his business. Raj has two younger sisters, who are of marriageable age.

- (a) Should Raj go for his own business? Please consider all facts and advise Raj. (2)
- (b) For the start-up, should Raj opt for franchise outlet, promote an ancillary unit, acquire a going business/ enterprise or start from the scratch something about which he may be passionate? Explain your choice. (5)
- (c) Whatever decision, Raj takes; give your critical views considering the present business environment. (3)

Q5. Write short notes on any **two** of the following:

(10 marks)

- a. Generation of an idea.
- b. Six Sigma
- c. Feasibility study
- d. Recruitment