

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

## GUJARAT TECHNOLOGICAL UNIVERSITY

MBA– SEMESTER 2– EXAMINATION SUMMER 2019

Subject Code: 4529207

Date: 17/05/2019

Subject Name: Entrepreneurship

Time: 10:30 AM To 01:30 PM

Total Marks: 70

### Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q1** Explain the terms (with examples) (14)
1. Outsourcing
  2. Crowd Funding
  3. Venture Capital
  4. Innovation
  5. Break even point
  6. Entrepreneurship
  7. Fabian Entrepreneur
- Q2** (a) Describe the procedure of Business Plan for setting up Multiplex theatre. Explain the importance of each major component. (7)
- (b) Explain various functions of NABARD
- OR**
- (b) Which are the central level institutions supporting business enterprises in India, explain any three. (7)
- Q3** (a) Differentiate Entrepreneurs and Managers. (7)
- (b) What are the challenges faced by the women entrepreneur. (7)
- OR**
- Q3** (a) Explain the salient features of MSMED Act, 2006. (7)
- (b) Discuss the problem faced by entrepreneur during various stages of the ventures. (7)
- Q4** (a) Explain the contribution of Gujarati Entrepreneurs to India and World Economy (7)
- (b) Discuss the Government Initiatives on Startup India (7)
- OR**
- Q4** (a) Describe the entrepreneurial competencies of an entrepreneur & justify with a suitable example of your choice. (7)
- (b) Explain the determinants for Ease of doing business. (7)

**Q5**

Case Study:

**Sabala: Exporting Indian Handicrafts through SHG**

Sabala is a voluntary organization established in 1986 in north Karnataka. It is registered with Karnataka societies registered act, 1960. Mallalla S. Yalwar is the founder and Chief executive if Sabala. Its vision is to empower women and other marginalized communities to access sustainable livelihood and opportunities. Sabala works with widows, destitute women, tribals, physically challenged girls and women and economically backward women.

Sabala creates opportunities for women to learn skill and to use these skills to generate income, even for marginalized communities Sabala has strived to income generation by making them associated with crafts such as banjara and kasuthi crafts. Banjara is tribal community and Sabala has trained and supported more than 1,000 Banjara women from villages in handicraft work by developing self help group.

Sabala 's drive to organize the poor to work profitably stem from the conviction that there is tremendous potential within the poor to help themselves and this potential can be harnessed by organizing them. For example, Sabala will help tribal women from Bijapur district form an SHG comprising 20 members. After this, they will send trainers to train the selected women in the art of making handicrafts. After the development of schemes the group members will start generating income. The SHG members will then open an saving bank account in the name of the group and the members may decide regular saving contributions from their incomes. The formation of such SHG at Sabala has resulted in the empowerment of women from marginalized communities to get access for livelihood opportunities.

Sabala produces wide range of products, including export quality jewellery, ethnic handbags, cushion covers, gift items, kurtas and wall hangings. In 1998, Sabala established the Craft Development Centre to revive the traditional craft, promote self-employment, and entrepreneurship & networking among artisans by self -help groups and provide marketing facilities to ensure regular income and sustainability.

- A.** From the case, Discuss with example how entrepreneurship can help in empowerment of women. (7)
- B.** Explain how self -help groups can develop entrepreneurship at the grass root level (7)

**OR**

- A.** From the given case, discuss activities of Sabala to promote women entrepreneurship (7)
- B.** How the Sabala assist to create SHG? (7)