

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER II – EXAMINATION – WINTER 2019

Subject Code: 4529207**Date: 03/01/2020****Subject Name: Entrepreneurship****Time: 02.30 PM TO 05.30 PM****Total Marks: 70****Instructions:**

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

Q.1 Define / Explain the following terms: **(14)**

1. NBMSME
2. Incubation centre
3. Business opportunity
4. Imitative or adoptive entrepreneur
5. Global Entrepreneurship Development Index (GEDI)
6. SIDBI
7. Sole Proprietorship

Q.2. a. Define Entrepreneur. What are the problems face by entrepreneurs with reference to the myths and mind set? Explain. (7)

Q.2.b. Creativity and innovations is the key to a success of entrepreneurship. Explain with relevant examples. (7)

OR

Q.2.b. What all are the formalities for setting up a small enterprise? Explain. (7)

Q.3.a. What are the institutions supporting the growth and development of entrepreneurship? (7)

Q.3.b. What is the growth and development of MSME in India and Gujarat? Explain the problems also which are being faced by MSME. (7)

OR

Q.3.a. What is a business plan? What is the importance and uses of business plan? (7)

Q.3.b. Explain the problems and opportunities faced by women and minority entrepreneurs in India. (7)

Q.4.a. What are the Government of Gujarat Schemes for Start up and Stand up India? (7)

Q.4.b. What is Ease of Doing Business? What all are the determinants of EoDB? (7)

OR

Q.4.a. What is the Government support for entrepreneurship development? (7)

Q.4.b. How business opportunities can be converted into business idea? Explain at least with two relevant examples. (7)

Q.5. Case Study (14)

Amul- The Taste of India

The Gujarat Cooperative Milk Marketing Federation (GCMMF) is a farmers' cooperative in India marketing dairy products in state of Gujarat. GCMMF was established in 1973 and in India's largest marketer for food products. It is a state level apex body of milk cooperatives in Gujarat. The Federation aspires to provide competitive returns to the farmers and also to serve the interest of consumers by providing quality products at reasonable prices. Its flagship brand Amul (Anand Milk Union Ltd) has become one of the best recognized brands in India.

GCMMF is India's largest food products marketing organization with an annual turnover of USD 250 crore (2011-12). Its milk procurement is approximately 130 lakh litres per day from 16,117 village milk cooperative societies, 17 member unions covering 24 districts, and 31.8 lakh milk producer members. The GCMMF is also India's largest exporter of dairy products and has been accorded "trading house" status. The establishment of Amul heralded the White Revolution in India.

The Amul model of dairy development has a three tier cooperative structure. The dairy cooperative societies at the village level are affiliated to a milk union at the district level, which in turn are grouped under a milk federation at the state level. Milk collection is carried out at the village dairy society, milk procurement and processing at the district milk union, and the marketing of milk and milk products at the state milk federation. The entire institutional infrastructure set up at the village level, the district level, and the state level is owned and operated by farmers. Amul's mission is the development of farmers, nutrition to the nation, and the real development of India

The amul model is also known as the Anand pattern of dairy cooperatives. This model eliminated middlemen and brought the producers in direct contact with the consumers. It also gives the fair prices to the farmer and good quality milk and milk products to the consumers. The assured market for milk has improved the quality of life of farmers. Milk producers (farmers) control procurement, processing and marketing. The hallmark of the Amul model is Amul model is the maximization of profit and productivity by cooperative efforts and by utilizing resources in a most profitable manner by professional management at the grassroots level. The spread of the cooperative movement in the village contributed to positive social changes in the community. The Amul brand

is a movement representing the economic freedom of farmers. It has given the farmers courage to dream, hope, and live.

The GCMMF is the recipient of many awards and accolades for its consistent adherence to equality, customer focus, and dependability. It bagged India's most Respected Company Award instituted by *Businessworld* in 2002. It was awarded the IMC Ramkrishna Bajaj National Quality Award in 2003. The GCMMF is the first and only Indian organization to win the topmost International Dairy Federation Marketing Award for the launch of Probiotic ice cream in 2007. The GCMMF has been awarded the "Golden Trophy" for its outstanding export performance and contribution in the dairy products sector by APEDA for 2009-10.

- a. What are the key success factors of the Amul model?
- b. Comment on the statement "Indian cooperative movement has given farmers the courage to dream, hope and live".

OR

- a. Is it possible to replicate Amul model across India?
- b. What all could be the learning for an entrepreneur from this model?
