

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA - SEMESTER-II EXAMINATION – WINTER 2020****Subject Code:4529207****Date:11/02/2021****Subject Name:Entrepreneurship****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any **THREE** questions from Q1 to Q6.
2. **Q7 is compulsory.**
3. **Make suitable assumptions wherever necessary.**
4. **Figures to the right indicate full marks.**

Q. No.		Marks
Q.1	(a) Define the term: (a) Innovation (b) Intrapreneurs (c) Rural Entrepreneurs	06
	(b) Define the term: (a) Angel Investors (b) Crowd Funding (c) Start up India	06
Q.2	(a) Explain the competencies of successful entrepreneurs with reference to any successful entrepreneur.	06
	(b) Why is Innovativeness important in Entrepreneurship? Describe a few ways to promote innovativeness in an organization.	06
Q.3	(a) "Finance is life blood for every business" -Explain. Discuss available sources of finance	06
	(b) What is feasibility study? Explain the importance areas of feasibility study with relevant corporate examples	06
Q.4	(a) Briefly explain "what is a business plan", and briefly mention what it should contain. Describe sections on - industry analysis, marketing plan and financial plan of a typical business plan.	06
	(b) Discuss the registration procedure for setting up of SSI.	06
Q.5	(a) Write short note on(any two) 1) SIDBI (Small Industrial Development Bank of India) 2) NSIC (National Small Industries Corporation Ltd.) 3) KVIC (Khadi & Village Commission)	06
	(b) Elaborate on Determinants of Ease of Doing Business (EoDB)	06
Q.6	(a) Define MSME. Elaborate on the problems faced by MSME Sector.	06
	(b) Elaborate the process of raising finance from Banks & other institutes.	06

Q.7

CASE STUDY:

The bustle begins as soon as the clock strikes seven. Cars stop by almost every minute, with hungry customer's eagerly ordering for their choices of paranthas. They come so often, they no longer even have to glance at the large menu that is positioned on the trunk of a tree. As they place their orders, a team of about 8 men works under a dim light, stuffing the paranthas and tossing it on the steaming hot pan. Within a few seconds, the paranthas are ready and one can see the customers happily gorging on them and drive away. Mr. Rohit kumar is the owner of the business and proposes to expand it by setting up a restaurant.

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Prepare an outline of Business plan that can enable Mr. Rohit kumar to successfully start his restaurant.

OR

Q.7

(a) Mr. Priyan, a successful businessman from a small city in Gujarat owns a business of manufacturing cotton socks. He has achieved a huge success in the short span of 5 years with his entrepreneurial traits of being a high risk taker, intelligent and smart, good rapport building etc. He is now intending to go global for his business expansion. He has been successful in identifying the business expansion opportunities in South Asian and African countries. Help him:

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- 1) Identifying the country/countries where Mr. Priyan should venture his business at an international level. Support your answer with the opportunities existing in those countries for textile business.
- 2) What mode of entry he should select for successful venturing in the selected country? How his marketing strategy in that selected country would differ from India? Justify.
