

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA – SEMESTER – II - EXAMINATION – SUMMER 2022****Subject Code: 4529207****Date: 04/08/2022****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.

- Q.1 EXPLAIN THE TERMS:** **14**
1. Entrepreneur.
 2. Fabian Entrepreneur.
 3. Drone Entrepreneur.
 4. Sole Proprietorship.
 5. Entrepreneurship.
 6. EoDB
 7. Business Plan
- Q.2**
- A.** What do you mean by Entrepreneurship? Explain the importance of Entrepreneurship in detail with suitable example. **07**
- B.** What are the characteristics and Myths and Mindset of successful entrepreneur? Explain in detail. **07**
- OR**
- B.** Give a note on start up India and explain it with examples. **07**
- Q.3**
- A.** What is creativity and innovation? Explain with good example. **07**
- B.** What are the problems faced by entrepreneurs. Explain. **07**
- OR**
- A.** What is business plan and which steps should be carried out to make business plan. Explain with example. **07**
- B.** How to represent the project report and what are points to be included in project report. **07**
- Q.4**
- A.** What are the formalities should be followed by the entrepreneurs to setting up new business enterprise. **07**
- B.** What do you mean by MSME? Explain the roles of MSME in detail. **07**
- OR**
- A.** Growth & Development of MSME in India and Gujarat and what are the problems facing the MSME Sector. Explain it in detail. **07**
- B.** Give some overview on women entrepreneurship. **07**

Globalizing Local Talent

Mrs. Roopa Gupta was an intelligent, creative and energetic lady. In spite of being an M.Sc in chemistry. She was a housewife. Her husband, an M.A in economics, was a bank official. Both hailed from a non-business background. Mrs. Gupta wanted to supplement her family income, but did not want opt for a job. She wanted to get absorbed in a creative activity with some earning potential. Rural crafts and metal handicrafts held a special appeal for her. Many times she had thought of doing some business in handicrafts. But so far the only outlet for her creative urge was to participate in annual exhibitions organised by NGOs. Winning prizes and appreciation increased her interest in crafts. At one such exhibition. Mrs. Gupta came into contact with American interested inartificial jewellery. Got these fabricated through local artisans and showed them to the American customer, who was highly appreciative? Subsequently. an arrangement was made to book a few consignments to the USA through an exporter. After the success of this endeavour. Mrs. Gupta looked to the prospects in export business. She decided expand her set-up. Together with a bank loan and money from friends and relatives. She floated their own exporting firm, Medha International. Ornaments, brassware, paper mache products, and lacquer miniatures from Andhra Pradesh and Jaipur constituted the main items of export. During her foreign tours Mrs. Gupta discovered that ornamental cane furniture could be another promising export item. Through observation, direct interaction with customers and reading she formed a practical idea about the type and design of cane ware that would appeal to western customers. Back home, she explored the north-eastern regions of the country to find out about cane products available there. Mrs. Gupta quickly switched over to exporting cane furniture only as there was no competition at all. She provided work to 60 traditional artisans and tribals who took pride in the fact that their work travelled globally and that they contributed to the country's earnings. Mrs. Gupta's marketing strategy was simple. She would display her wares at exhibitions in different parts of the world and book orders directly. Every year, Mrs. Gupta would come out with new designs. She did not take pan in exhibitions in India nor allow anybody to see her designs. This step eliminated any possibility of imitation and resultant in competition. Only trusted employees were allowed to see the designs and since the employees were a satisfied, happy lot. There was no question of any breach of trust.

QUESTIONS:

- A. Identify the work environment of Roopa Gupta. 07
 B. Identify the advantages of Roopa Gupta as Women Entrepreneur. 07

OR

- A. Critically examine “think global and act local” in case of Roopa Gupta. 07
 B. Explain the problems faced by women Entrepreneurs. 07
