

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –II-EXAMINATION – WINTER-2022

Subject Code: 4529207

Date: 20/12/2022

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** Explain the terms: **14**
- (a) LLP
 - (b) EODB
 - (c) Angel Investor
 - (d) Venture Capital
 - (e) Incubation centre
 - (f) Global Entrepreneurship Development Index
 - (g) TCOs
- Q.2** (a) Discuss the problems faced by the entrepreneur during various stages of the venture. **07**
- (b) Entrepreneurs have a tolerance for ambiguity, are calculated risk takers, and have a high regards for integrity and reliability. What does this statement mean? Be complete in your answer. **07**
- OR**
- (b) What are the sectors where entrepreneurship has been demonstrated by young graduates in India in the recent past? **07**
- Q.3** (a) Explain the salient features of MSMED Act, 2006. **07**
- (b) India ease of doing business rank jumps 23 places to 77 in World Bank's Doing Business 2019 survey. On which parameters India improved making it the only country to rank among the top 10 improvers for the second consecutive year? **07**
- OR**
- Q.3** (a) Which are the Central level institutions supporting business enterprises in India. Explain any three. **07**
- (b) Success stories of Women Entrepreneurs are few compare to their Male counterparts. Why? **07**
- Q.4** (a) Explain various functions of NABARD. **07**
- (b) List down the contribution of any 3 Gujarati Entrepreneurs and their Contribution to Indian Economy. **07**
- OR**
- Q.4** (a) Discuss various Government of Gujarat schemes for start-up. **07**
- (b) Describe the entrepreneurial competencies of an entrepreneur and justify with suitable example of your choice. **07**

Q.5

CASE STUDY:

Sangeeta Shah and Neela Chitre were very close friends since school days, accompanying each other not only to the library but also to health gym every evening. In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not coincidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness. Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporates were promoting health consciousness in their employees, offering gymnasium membership or housing a fitness centre within the premises. Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination. However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately, Sangeeta has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

- (a) How to prepare a business plan for their idea? **07**
- (b) What sources of finance can they explore? **07**

OR

- Q.5** (a) How can they carry out staffing of their venture? Do you envisage any training needs? **07**
- (b) Design a Marketing Strategy for the venture **07**
