

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER -II - EXAMINATION- SUMMER-2023

Subject Code: 4529207**Date: 18/07/2023****Subject Name: Entrepreneurship****Time: 10:30 AM TO 1:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q: 1**14**

- (a) Define Entrepreneurship. What is the meaning of entrepreneurship?
- (b) What is the need for entrepreneurship?
- (c) Enlist various characteristics of entrepreneurship.
- (d) Discuss: 'Entrepreneurs – born or maid'?
- (e) Explain the meaning of the term 'intrapreneur'.
- (f) What is the distinction between an 'entrepreneur' and a 'manager'?
- (g) Enlist different problems faced by entrepreneurs.

Q: 2

- (a) What are the different myths associated with entrepreneurs? **07**
- (b) Briefly explain the sources of project ideas that an entrepreneur can use to identify business opportunities. **07**

OR

- (b) briefly explain the different areas of preliminary screening to eliminate project ideas which prima facie are not promising for an entrepreneur. **07**

Q:3

- (a) Briefly illustrate the content of a Detailed Project Report. **07**
- (b) Prepare a "Business Plan" using the general format and information to be covered in a project report for a product or service of your choice. **07**

OR**Q: 3**

- (a) Why registration of small scale industry is important? Discuss provisional and permanent registration of small scale industry. **07**
- (b) Which are the different sources from which a small industry can raise funds? **07**

Q: 4

- (a) Discuss: 'Role and importance of MSME in Indian economy'. **07**
- (b) Explain: "Some of the SME problems are different from that of large companies or MNCs." **07**

OR

Q: 4

- (a) Discuss the Government initiatives of ‘Start-up India’, ‘Stand-up India’ and ‘Skill India’. 07
- (b) What could be the strategies for development of women entrepreneurs in our country? 07

Q: 5

Elin Buffet has been a sales representative for a large computer firm for seven years. She took the job following her graduation from a large university, where she majored in computer science. Recently, Elin has been thinking about leaving the company and starting her own business. Her knowledge of the computer field would put her in an ideal position to be a computer consultant.

Elin understands computer hardware and software, is knowledgeable about the strong and weak points of all the latest market offerings, and has a solid understanding of how to implement and introduce computer technology. The large manufacturers, such as the one for which she works, are more interested in selling hardware than in helping their clients develop a fully integrated, company-wide computer system. Small consulting firms have to be brought in to do this. Elin feels that, as a consultant, she not only would be able to evaluate a computer’s effectiveness, she also would know how to set up the machines to provide maximum benefit to the company.

Elin estimates that, if she were to leave the computer firm tomorrow, she could line up ten clients immediately. This would provide her with sufficient income for six months. She is sure that during that period – she would have little difficulty getting more clients. Six of these ten firms are located on the East Coast, two of them are in the Midwest, and the remaining two are in California. Elin estimates that it would take about two weeks to install system and have it working, and it would probably take another two days to correct any problems that occur later. These problems would be handled during a follow-up visit, usually 10 to 14 days after the initial installation and setup.

The idea of starting her own venture appeals to Elin. However, she is not sure she wants to leave her job and assume all of the responsibilities associated with running her own operation. Before going any further, she has decided to evaluate her own abilities and desires to determine whether this is the right career move for her.

- (a) Identify three major characteristics that Elin should have if she hopes to succeed in this new venture. Justify your choices. 07
- (b) What is the basis for Elin to go for the entrepreneurship than her prevailing job? 07

OR

- Q.5** (a) ‘Elin believes that many medium-sized companies around the country would like to introduce computer technology, but do not know how to do so’. How do you see this statement? 07
- (b) Before moving to the new career start, Elin decided to re-think her decision, what does this shows in your opinion? 07
