

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

Subject Code:4529207**Date: 20-01-2024****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q.1 Explain the terms (With Examples):

14

- a) Crowd Funding
- b) Break-even point
- c) Venture Capital
- d) Innovation
- e) Entrepreneurship
- f) Outsourcing
- g) Fabian Entrepreneur

Q.2(a) Explain the contribution of Gujarati Entrepreneurs to India and world economy.

07

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

07

OR

(b) Differentiate Entrepreneurs and Managers.

07

Q.3(a) What is feasibility study? Explain the importance areas of feasibility study with relevant corporate examples.

07

(b) 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.

07

OR

Q.3(a) Write short note on:

- i. NSIC
- ii. SIDBI.

07

(b) What is the growth and development of MSME in India and Gujarat? Explain the problems also which are being faced by MSME. 07

Q.4(a) Write short note on NABARD. 07

07

(b) Elaborate on determinants of Ease of Doing Business (EoDB). 07

07

OR

Q.4(a) What are the Government of Gujarat Schemes for Startup and Stand up India? 07

07

(b) Give some overview on Women entrepreneurship. 07

07

Q.5 Case Study

Sabala: Exporting Indian Handicrafts through SHG

Sabala is a voluntary organization established in 1986 in north Karnataka. It is registered with Karnataka societies registered act, 1960. Mallalla S. Yalwar is the founder and Chief executive if Sabala. Its vision is to empower women and other marginalized communities to access sustainable livelihood and opportunities. Sabala works with widows, destitute women, tribals, physically challenged girls and women and economically backward women.

Sabala creates opportunities for women to learn skill and to use these skills to generate income, even for marginalized communities Sabala has strived to income generation by making them associated with crafts such as banjara and kasuthi crafts. Banjara is tribal community and Sabala has trained and supported more than 1,000 Banjara women from villages in handicraft work by developing self help group.

Sabala 's drive to organize the poor to work profitably stem from the conviction that there is tremendous potential within the poor to help themselves and this potential can be harnessed by organizing them. For example, Sabala will help tribal women from Bijapur district form an SHG comprising 20 members. After this, they will send trainers to train the selected women in the art of making handicrafts. After the development of schemes the group members will start generating income. The SHG members will then open an saving bank account in the name of the group and the members may decide regular saving contributions from their incomes. The formation of such SHG at Sabala has resulted in the empowerment of women from marginalized communities to get access for livelihood opportunities.

Sabala produces wide range of products, including export quality jewellery, ethnic handbags, cushion covers, gift items, kurtas and wall hangings. In 1998, Sabala established the Craft Development Centre to revive the traditional craft, promote self-employment, and entrepreneurship & networking among artisans by self -help groups and provide marketing facilities to ensure regular income and sustainability.

[a] From the case, Discuss with example how entrepreneurship can help in empowerment of women. 07

07

[b] Explain how self -help groups can develop entrepreneurship at the grass root level. 07

07

OR

- Q.5[a] From the given case, discuss activities of Sabala to promote women entrepreneurship. 07
[b] How the Sabala assist to create SHG? 07

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