

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER -III– EXAMINATION – WINTER 2021

Subject Code: 4539263

Date: 25-02-2022

Subject Name: Micro, Small and Medium scale Enterprises & Startup

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. No. | | Marks |
|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Q.1 | (a) Define Intrapreneurship. (b) Define Spin-off. (c) What is NICDA? (d) What is Udyog Adhar Registration? (e) What do you mean by ZED in the context of MSMEs? (f) Write any five ways to fund start up? (g) Define Franchise. | 14 |
| Q.2 | (a) Briefly explain why MSMEs are the engine of economic growth by highlighting its importance. | 07 |
| | (b) Discuss the issues and challenges faced by MSME under various dimensions like access to credit markets etc. | 07 |
| OR | | |
| | (b) Discuss the solutions of the challenges faced by the MSME sector highlighting the government schemes and initiatives for the same. | 07 |
| Q.3 | (a) As per the MSMED Act 2006, discuss the classification of Enterprises, Advisory Committee and Memorandum of Micro, Small and Medium Enterprises. | 07 |
| | (b) After market research you got an excellent idea to provide value to the society in the form of your product. For this you need to set up new unit, arrange finance, develop the unit and even export and take care of promotional aspect too. Discuss how you will go about it. | 07 |
| OR | | |
| Q.3 | (a) What are the different financial products and services provided by EXIM bank? | 07 |
| | (b) Technological advancement is demand of time. Discuss any one scheme to facilitate technology up –gradation in MSME. | 07 |
| Q.4 | (a) Discuss in brief the initiatives taken by government of Gujarat to generate employability by supporting in terms of Funding, Mentoring and Incubation. | 07 |
| | (b) Explain in brief the schemes of SIDBI and NSIC. | 07 |
| OR | | |
| Q.4 | (a) What is Start up India Scheme? Discuss any two government schemes for Startup. | 07 |
| | (b) Discuss in brief the activities and functions of District Industry Centre(DIC). | 07 |

Q.5

CASE STUDY:

After completing her Bachelors in Fashion Designing from a well-known college in France in 2019, Aditi has opened a boutique in a posh market in Kolkata. She has divided the work in smaller units and each employee is not so well trained to perform his/her task efficiently. The sales persons are allowed to close a deal with a buyer by giving a maximum of 5 percent discount, whereas the decision to give any further discount rests with Aditi as the final authority. In the earlier period of her business venture, employees were asked to put in extra hours of work. In return she had promised to give them a special incentive within a year. Therefore, when the business was doing well, she honor her commitment by giving bonus to her employees. She also instructed her employees that communication from top to bottom should follow the official lines of command. However, she tends to be more biased towards her female employees, when it comes to solve the conflicts among employees. But due to online option available she is not able to cope up with the competition. Aditi is in problem due to low business and funds scarcity.

- (a) If you had been in place of Aditi how you would have handled the situation? 07
- (b) Can Aditi's business be considered under Startup India. If yes, Justify. 07
- OR**
- (a) Which Government schemes benefit Aditi can avail? Discuss. 07
- (b) Do you think many entrepreneurs faces the same problems like Aditi. Suggest them some ways to come out of these kind of situations. 07
