

Seat No.: _____

Enrolment No. _____

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

Subject Code: 4539263

Date: 01/02/2023

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

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. No.	Question Text and Description	Marks
Q.1	Definitions / terms / explanations / short questions based on concepts of theory/practical a) Define Micro Firms b) Differentiate between Start up Vs Established Business Unit c) Explain Incubation center d) Define Small scale Firms e) Define Medium scale firms f) Define MSME Service Sector g) What is Bank Credit Facilitation Scheme?	14
Q.2	(a) Define MSME Act 2006 in India - with its scope, applicability, major amendments, Exclusions etc.	07
	(b) If some one wish to set up a medium scale organization how MSME ministry in India will support that entrepreneur?	07
	OR	
	(b) Briefly explain contribution of MSME sector in Indian Economy and also mention about the various challenges and issues faced by MSME sector specifically post COVID 19 pandemic.	07
Q.3	(a) Describe roles and responsibilities as well as few initiatives of Centre For Entrepreneurship Development (CED) and EDII (Entrepreneurship Development Institute of India.	07
	(b) Explain in brief about Functions and Activities of Industries Commissionerate.	07
	OR	
Q.3	(a) Briefly explain Major schemes of ARI and SIBDI, for MSME Support.	07
	(b) Critically evaluate concept of startup and any two-leading start up schemes.	07
Q.4	(a) Briefly explain about initiatives and leading support schemes of NABRARD and NSIC.	07

	(b)	What does it mean by “Ease of Doing Business”? State various initiative taken by Government towards Ease of Doing Business and critically evaluate them	07
OR			
Q.4	(a)	Briefly mention roles and responsibilities of EXIM bank for MSME Sector in India.	07
	(b)	Give your thoughts on making startups schemes more effective and useful for the MSME sector in India.	07

Q.5	<p>Case - Arraycom (India) Ltd.</p> <p>Gorsi Parekh is the chairperson and managing director of the Gandhinagar (Gujarat)-based Arraycom (India) Ltd. Arraycom is a well-known name in the telecom integrated broadcast systems and seismology industries in Gujarat and beyond, Academician turned entrepreneur, successfully building on the legacy of her late husband's vision of becoming the leading name in the telecom integrated broadcast systems and seismology industries in Gujarat and beyond.</p> <p>A family and child welfare postgrad of the reputed Tata Institute of Social Sciences (TISS), Mumbai, Parekh intended to build a career in social work. But the untimely death of her husband in 2002 imposed the responsibility of taking charge of Arraycom.</p> <p>ACHIEVEMENTS: After envisaging the potential of solar business, the Solar Power EPC Division was started in the year 2016 and till date successfully executed over 300 projects of more than 1500 KW of capacity in total, including grid-tied roof top solar both for residential & commercial.</p> <p>During the year 2018-19 the company has achieved sales turnover of Rs.120 crores. The highest turnover in its history. The Company has rapidly captured the market in the field of Solar power generation projects. For the year 2019-2020 the Company has so far achieved the sales turnover of Rs.248.00 crores.</p> <p>CHALLENGES: Technology, Tariffs, Regulation & compliance, competencies & recruiting the right talent, cash-flow and financial management, environment concerns, skills & attitudes</p>	
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FUTURE PLAN:

To be leading Electronic and Precious Metal materials Company in India and Globally.

Present Business Details

Business segment: Manufacturing/Services/Trading

Registered with MSME: Yes

No of partners: 4 Directors

Percentage of shareholding; 100%

Years in business: 1992

Registered with MSME: Yes

Number of people employed: 44

Are you exporting: Star exporter - Year 2000-01

AWARDS & RECOGNITIONS:

Women entrepreneur of year 2015-16 by Times group

Important clients: Doordarshan, All India Radio, Bharat Electronics, Ministry of Defense etc.

Women entrepreneur of year 2016-17 by FICCI FLO

Q 5	(a)	What risks and challenges can you identify from the above case in the given situation for Ms Gorski Parekh as Entrepreneur?	07
	(b)	Describe Business opportunities and challenges M/s Arraycom (India) Ltd has and how MSME Ministry can help in achieving Goals ?	
		or	
Q.5	(a)	What are the future plans of the M/sArraycom (India) Ltd has ? and If we assume that they need acute capital in the same , what are the sources of funds they can have , you may suggest from your study.	
	(b)	Note down few inspirations you have got from the case of Ms Gorski Parekh which motivated you the best.	07