

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

Subject Code:4539263**Date: 07-12-2023****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.

Marks:14

Q.1

Explain terms

- (a) Enterprise
- (b) Entrepreneur
- (c) Market Potential
- (d) Capital Cost
- (e) Crowd Funding
- (f) Angel Financing
- (g) Economic Variables

Q.2 (a). Give a brief overview of MSME sector in India.

07

Q.2 (b). Discuss major challenges faced by MSME in India.

07

OR

Q.2. (b). Discuss the criteria for classifying a business as a Micro, Small, or Medium Enterprise according to MSME rules?

07

Q.3. (a) Discuss the role of DC-MSME in promoting micro, small, and medium enterprises in India. 07

Q.3. (b) Discuss in brief about the financial products provided by EXIM Bank?

07

OR

Q.3. (a) Give an overview of some of the notable projects or programs undertaken by ARI to promote agro-industries?

07

Q.3. (b). What are the entrepreneurship development programs initiated by NABARD to empower rural entrepreneurs?

07

Q.4. (a) Discuss Gujarat Start-up and Innovation Scheme, and how does it provide financial support to start-ups? 07

Q.4. (b). Explain the key TBIs in Gujarat and their focus areas (technology, biotechnology, etc.). 07

OR

Q.4. (a). Discuss in brief about the functions and activities of Industries Commissionerate? 07

Q.4. (b). Discuss in brief about the activities and functions of DICs? 07

Q.5 Case Study: Empowering Entrepreneurs in the MSME and Startup Sector

Rohan established a small manufacturing unit producing eco-friendly packaging materials, focusing on reducing plastic usage. Priya co-founded a tech startup specializing in developing sustainable agricultural solutions through IoT and data analytics. Rohan struggled with limited access to funds and faced challenges in scaling his manufacturing operations. Priya, on the other hand, found it difficult to navigate the complex regulatory landscape and secure initial investments for her tech startup. Both entrepreneurs benefited from various government schemes. Rohan availed the benefits of the Credit Linked Capital Subsidy Scheme (CLCSS) and received mentorship from local MSME development centers. Priya's startup was recognized under the Startup India initiative, providing her with access to funding, incubation, and networking opportunities. With the support received, Rohan expanded his production, employed more workers, and diversified his product range. Priya's startup gained investments, enabling the development of cutting-edge agricultural solutions, leading to increased agricultural productivity for farmers.

Questions:

- a) What role did mentorship and guidance from MSME development centers play in Rohan's business growth? 07
- b) How can government initiatives further assist Rohan in overcoming challenges related to market expansion and technology adoption? 07

OR

- a) How did the Startup India initiative support Priya's tech startup in terms of funding and networking opportunities? 07
- b) What challenges do startups like Priya's face in the initial stages, especially concerning regulatory compliance, and how can government policies address these challenges? 07
