

**GUJARAT TECHNOLOGICAL UNIVERSITY****MBA PART TIME - SEMESTER-III EXAMINATION – WINTER 2020****Subject Code:4539904****Date:11/01/2021****Subject Name:Entrepreneurship****Time:10:30 AM TO 12.30 PM****Total Marks: 47****Instructions:**

1. Attempt any two questions from Q1 to Q4.
2. Q5 & Q6 are compulsory.
3. Make suitable assumptions wherever necessary.
4. Figures to the right indicate full marks.

- Q.1 a** Explain the following terms: **06**  
(a) Ease of Doing Business  
(b) Intrapreneur  
(c) Venture capital
- Q.1 b** Explain the following terms: **06**  
(a) Business Plan  
(b) Standup India  
(c) LLP
- Q.2** (a) Give the meaning of Entrepreneur and explain the basic entrepreneurial competencies that you see in various entrepreneurs. **06**  
(b) Discuss the role of Entrepreneurship in economic development of a country or region. **06**
- Q.3** (a) Explain the components of business Plan. What are the reasons behind the failure of the business plans? **06**  
(b) Briefly discuss sources of finance. **06**
- Q.4** (a) Explain roles and importance of MSME in India. What are the various problems that MSME sector is facing in India? **06**  
(b) Discuss the various formalities for setting up a small business enterprise. **06**
- Q.5** (a) What are the various institutional support and incentives provided by the Government of India to promote SSI? – discuss in brief. **06**  
(b) Explain about Start-up ecosystem and Start-up support at Gujarat. **05**
- or**
- Q.5** (a) Write short note on Startup India and Skill India. How these governmental schemes are helping India in developing start up ecosystem? **06**  
(b) Explain factors influencing women entrepreneurs and various institutions supporting women's entrepreneurship in India. **05**

**Q.6**

**Case Study:**

Mary Guther has been a sales representative for a large computer firms for seven years. She took the job following her graduation from a large university, where she majored in computer science. Recently, Mary 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.

Mary 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 around the country would like to introduce computer technology but do not know how to do so. 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. Mary 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.

Mary 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. Mary 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 starring her own venture appeals to Mary. 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 Mary should have if she hopes to succeed in this new venture. Defend your choices. **06**
- (b) What are the basis for Mary to go for the entrepreneurship than her prevailing job? **06**
- OR**
- (a) 'Mary believes that many medium-sized around the country would like to introduce computer technology, but do not know how to do so'. How do you see this statement? **06**
- (b) Before moving to the new career start, Mary decided rethinks her decision, what does this shows according to you? **06**

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