Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (PM) – SEMESTER –7 • EXAMINATION – WINTER - 2016

Subject Code: 4370201 **Date: 05/12/2016**

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.**

Q.1	**(a)**	What is an entrepreneur? How an entrepreneur is differing from Intrapreneur and Manager?	**07**
	(b)	Explain the different modes of entry through which an entrepreneur can enter International markets.	**07**
Q.2	**(a)**	You are working on a rural startup for "Organic Vegetables & Fruits" business of producing and selling fruits and vegetables that are free from chemicals and pesticides. Prepare an outline of your business considering key business partners, key activities for your business, unique value propositions, the customer segments, the customer relationship, the possible channels for reaching the customers, the key resources required, the cost structure and the sources of revenue stream.	**07**
	(b)	Entrepreneurship plays a vital role in the Economic Development of a country. Do you agree with this statement? If Yes/No, then describe how.	**07**
		OR	
	(b)	Which all are the most lucrative and Innovative Business fields in which an entrepreneur can enter in Gujarat?	**07**
Q.3	**(a)**	In what ways have the internet and the e commerce changed the way companies interact with the customers and conduct business?	**07**
	(b)	Explain the important schemes for SSI (Small Scale Industries).	**07**
		OR	
Q.3	**(a)**	What are the different sources from where you can source funds for your business?	**07**
	(b)	State the differences between traditional business and e-commerce business.	**07**
Q.4	**(a)**	What is a business plan? Who writes and reads the business plan? Prepare an outline of business plan with an industry of your choice.	**07**
	(b)	What is franchising? Discuss the advantages and the limitations of franchising for the franchisee.	**07**
		OR	
Q.4	**(a)**	'Marketing Research is not only crucial for startup ventures but also very important for ongoing businesses to ensure continuous growth.' In what ways does the relevance of marketing research differ for new ventures as against ventures that are well established?	**07**
	(b)	You are planning to start a "Pickles & Jam" Factory under Small Scale Sector in Gujarat. Explain the procedure of registration of your firm under SSI, licenses to be obtained and various Statutory Compliances & Acts applicable to you.	**07**
Q.5	**(a)**	What is a small scale industrial unit? What special incentives/ preferences are gives by the Government to SSI sector in India?	**07**

(b) Are you interested in someday launching a small business? If so, when? What kind of business? Describe it. **07**

OR

Q.5 **(a)** Mrs. Renu Gupta was an intelligent, creative and energetic woman. In spite of being an M.Sc in Chemistry, she was a homemaker. She wanted to supplement her family income, but did not want to take up a job. She met an American who was interested in artificial jewellery. She got the jewellery items made by local artisans and then showed them to the American customer, who was highly appreciative. Later, a few arrangements were made and Renu managed to some orders from the American contact. **14**

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she diversified into the export markets. Besides jewellery, she tried her hand at ordering cane furniture. She discovered that there was less competition in the case of cane furniture. She would hold exhibitions to sell cane furniture in domestic markets as well. Through observations, direct interactions with the customers and reading, she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell in domestic as well as in global markets. Later, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

1. **Identify the working environment of Renu Gupta**
2. **Critically examine "think global and act local" in the case of Renu Gupta**.

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