######

###### Seat No.: \_\_\_\_\_\_\_\_ Enrolment No.\_\_\_\_\_\_\_\_\_\_\_

# **GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA (IEV) – SEMESTER (1 / 2 / 3) – EXAMINATION – \_\_\_\_\_\_\_2022**

**Subject Code: Date: / / 2022**

**Subject Name:**

**Time: 3 hours Total Marks: 70**

**Instructions:**

1. **Attempt all questions.**
2. **Make suitable assumptions wherever necessary.**
3. **Figures to the right indicate full marks.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Q. No.** | **Question Text and Description** | **Attribute / Type** | **Marks** |
| **Q.1** | Definitions of terms with explanations **OR** short questions based on concepts of theory/practical | Explanation of Terms /Concepts with Practical examples. Each of 3 marks.Attempt any 6 Questions. | **18** |
| **Q.2** | **(a)** | Detail Question | Conceptual/Theoretical question  | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  | **OR** |  |  |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  |  |  |  |
| **Q.3** | **(a)** | Detail Question | Conceptual/Theoretical question  | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  | **OR** |  |  |
| **Q.3** | **(a)** | Detail Question | Conceptual/Theoretical question  | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  |  |  |  |
| **Q.4** | **(a)** | Detail Question | Based on Startup Idea/ Innovation  | **07** |
|  | **(b)** | Detail Question | Implementation of Startup Idea / Innovation | **07** |
|  |  | **OR** |  |  |
| **Q.4** | **(a)** | Detail Question | Based on Startup Idea/ Innovation  | **07** |
|  | **(b)** | Detail Question | Implementation of Startup Idea / Innovation | **07** |
| **Q.5** |  | **CASE STUDY:** *(Practical / Relevant to theory)**Suggested Guidelines:* * *Case Study shall not be more than 500 Words, and must be typed properly.*
* *Case Study must be in line with the relevant syllabus of the subject or Case related to a Practice Oriented Theory Question.*
 | *Case relevant to the syllabus* ***OR*** *Case related to a Practice Oriented Theory Question.**Attempt 1 QUESTION OF 10 MARKS*  |  |
| (a) | Question |  | **10** |
|  |  | **OR** |  |  |
|  | (a) | Question |  | **10** |

\*\*\*\*\*\*\*\*\*\*\*\*\*