

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (PART TIME)– SEMESTER 2 – EXAMINATION – 2018

Subject Code: 3529906**Date: 29/12/2018****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 Explain the following concepts in brief **14**

- (a) Creativity & Innovation
- (b) Project Feasibility
- (c) Business Idea
- (d) MUDRA Loan Scheme
- (e) Entrepreneurship Development Institute
- (f) NABARD
- (g) SIDBI

Q.2 (a) List down the contribution of any 3 Gujarati Entrepreneurs and their Contribution to Indian Economy **07**

(b) Discuss the problems facing the MSME Sector. **07**

OR

(b) Explain the major steps involved in the process of setting up a new business enterprise **07**

Q.3 (a) Explain the MSME Concept. Discuss the different types of Government Support for the development of MSME Sector. **07**

(b) India ease of doing business rank jumps 23 places to 77 in World Bank's Doing Business 2019 survey. On which parameters India improved making it the only country to rank among the top 10 improvers for the second consecutive year? **07**

OR

Q.3 (a) Prepare the business plan for the product of your choice **07**

(b) Success stories of Women Entrepreneurs are few compare to their Male counterparts. Why? **07**

Q.4**CASE STUDY:**

Jolly Christian was only 21 when she joined Palm Beach Resorts as a food and beverages (F&B) helper. She had just graduated from one of the premium catering colleges in the city. She was young, energetic and possessed a pleasant disposition.

Due to her experimenting nature she was not very successful with her F&B. However, when one of her managers tried her out in guest relations, she was an instant hit. From then on there was no looking back for her. She soon rose to the position of a Banquets Manager.

Even as a Banquets Manager she loved the Kitchen section. She felt like cooking. Many a times she went to the Kitchen of one of the Palm Beach Resort Restaurants and experimented. Many a times she was successful, or this is what her Kitchen staff often told her. She was enjoying every bit her life.

Unfortunately for her this was to be her glass ceiling. Due to a catering educational background not, many in the Palm Beach Resorts Management thought that she could take up hardcore marketing assignments.

Jolly was unhappy. She felt stifled. Her stagnation in position was making her feel truncated. She decided to go independent.

Over the years, being single, she had gathered enough money. Moreover, her father was a successful businessman and would love to fund any of his only daughter's ventures. Also, being in guest relations, Happy herself knew a lot of influential people.

On the other hand, Jolly Christian was now 30. She had to seriously contemplate marriage due to parental pressures. Her rise at Palm Beach Resorts was meteoric, which implied that she was not used to serious failure. Besides Happy wondered what kind of a start-up could she design to suit her needs?

Q.4 (a) Should Jolly Christian go independent? **07**

(b) If Jolly decides to take up Guest relations what kind of a start-up do you suggest? **07**

OR

Q.4 (a) Should Jolly follow her heart (F&B) or head (Guest relations)? **07**

(b) If Jolly decides to take up F&B what kind of a start-up do you suggest? **07**

Q.5

CASE STUDY:

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Sangeeta Shah and Neela Chitre were very close friends since school days, accompanying each other not only to the library but also to health gym every evening.

In fact, there would always be a competitive spirit among both of them while exercising in the gym and it was not co—incidental that both matched each other's capability in every respect. It was during one such chore that it emerged that both of them had a common pursuit of setting down with a venture associated with health fitness.

Simultaneously, it was the time when average individual was becoming health conscious and almost every third individual was either a member of a club or was involved in personal discipline of exercise. Even corporates were promoting health consciousness in their employees, offering gymnasium membership or housing a fitness centre within the premises.

Sangeeta and Neela have now started puffing their heads together and are in the process of conceiving a business plan in context of a pursuit in the field of health fitness. When the idea was discussed by both with their parents, it was counselled that a fitness centre with a beauty salon along with a facility for stress management could be the right combination.

However, it was apparent that the project would involve a capital outlay of nothing less than 1.5 to 2 crores. Fortunately, Sangeeta has almost been offered a place by her uncle at Andheri in his new residential building, on lease, and family and relatives may garner a maximum of 75 lakhs, but balance would have to be raised from other sources.

- Q.5** (a) How to prepare a business plan for their idea? **07**
(b) What sources of finance can they explore? **07**

OR

- Q.5** (a) How can they carry out staffing of their venture? Do you envisage any training needs? **07**
(b) Design a Marketing Strategy for the venture **07**
