

GUJARAT TECHNOLOGICAL UNIVERSITY**MBA Integrated - SEMESTER- VI EXAMINATION – SUMMER 2022****Subject Code: 2567107****Date: 13/06/2022****Subject Name: Entrepreneurship****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.

- Q.1** (a) Explain the problems faced by Entrepreneurs and myths about entrepreneurs. **07**
(b) Explain the competencies of successful entrepreneurs with reference to any successful entrepreneur. **07**
- Q.2** (a) "Finance is life blood for every business" -Explain. Discuss various sources of finance **07**
(b) Discuss contribution of Gujarati entrepreneur to India? **07**
- OR**
- (b) Explain how to evaluate project feasibility. **07**
- Q.3** (a) Define MSME. Elaborate on the problems faced by MSMEs. **07**
(b) Creativity and innovations are the key to a success of entrepreneurship. Explain with relevant examples. **07**
- OR**
- Q.3** (a) Elaborate on Determinants of Ease of Doing Business (EoDB). **07**
(b) What is a business plan? What is the importance and uses of business plan? **07**
- Q.4** (a) Discuss the problem faced by women entrepreneurs. **07**
(b) Explain types of entrepreneurs. **07**
- OR**
- Q.4** (a) Explain NABARD and SIDBI. **07**
(b) Explain role of Entrepreneurship Development Programs **07**

Case Study

Amul- The Taste of India

The Gujarat Cooperative Milk Marketing Federation (GCMMF) is a farmers' cooperative in India marketing dairy products in state of Gujarat. GCMMF was established in 1973 and in India's largest marketer for food products. It is a state level apex body of milk cooperatives in Gujarat. The Federation aspires to provide competitive returns to the farmers and also to serve the interest of consumers by providing quality products at reasonable prices. Its flagship brand Amul (Anand Milk Union Ltd) has become one of the best recognized brands in India. GCMMF is India's largest food products marketing organization with an annual turnover of USD 250 crore (2011-12). Its milk procurement is approximately 130 lakh liters per day from 16,117 village milk cooperative societies, 17 member unions covering 24 districts, and 31.8 lakh milk producer members. The GCMMF is also India's largest exporter of dairy products and has been accorded "trading house" status. The establishment of Amul heralded the White Revolution in India. The Amul model of dairy development has a three-tier cooperative structure. The dairy cooperative societies at the village level are affiliated to a milk union at the district level, which in turn are grouped under a milk federation at the state level. Milk collection is carried out at the village dairy society, milk procurement and processing at the district milk union, and the marketing of milk and milk products at the state milk federation. The entire institutional infrastructure set up at the village level, the district level, and the state level is owned and operated by farmers. Amul's mission is the development of farmers, nutrition to the nation, and the real development of India. The Amul model is also known as the Anand pattern of dairy cooperatives. This model eliminated middlemen and brought the producers in direct contact with the consumers. It also gives the fair prices to the farmer and good quality milk and milk products to the consumers. The assured market for milk has improved the quality of life of farmers. Milk producers (farmers) control procurement, processing and marketing. The hallmark of the Amul model is Amul model is the maximization of profit and productivity by cooperative efforts and by utilizing resources in a most profitable manner by professional management at the grassroots level. The spread of the cooperative movement in the village contributed to positive social changes in the community. The Amul brand Page 3 of 3 is a movement representing the economic freedom of farmers. It has given the farmers courage to dream, hope, and live. The GCMMF is the recipient of many awards and accolades for its consistent adherence to equality, customer focus, and dependability. It bagged India's most Respected Company Award instituted by Businessworld in 2002. It was awarded the IMC Ramkrishna Bajaj National Quality Award in 2003. The GCMMF is the first and only Indian organization to win the topmost International Dairy Federation Marketing Award for the launch of Probiotic ice cream in 2007. The GCMMF has been awarded the "Golden Trophy" for its outstanding export performance and contribution in the dairy products sector by APEDA for 2009-10

- Q.5** (a) What are the key success factors of the Amul model? **07**
(b) Comment on the statement "Indian cooperative movement has given farmers the courage to dream, hope and live". **07**

OR

- Q.5** (a) Is it possible to replicate Amul model across India? **07**
(b) What all could be the learning for an entrepreneur from this model? **07**
