

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER -II - EXAMINATION- SUMMER-2023

Subject Code: 1529607

Date: 18/07/2023

Subject Name: Entrepreneurship and Business Ethics

Time: 10:30 AM TO 1:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.	Question Text and Description	Marks
Q.1	Define the Terms: (a) Morals (b) Whistle Blowing (c) CSR (d) Business Ethics (e) Utilitarian Principle (f) HUF (g) Innovation	14
Q.2	(a) Explain Project Feasibility Study by giving real life example. (b) What is 'Ethical Dilemma'? Discuss factors influencing workplace ethics. OR (b) Explain the Kohlberg's six-stage of moral development to establish any violation of moral responsibility. Illustrate your answer with reference to an example of known violation of moral responsibility in a society or in a business place.	07 07 07
Q.3	(a) What are the various formalities for setting up a small business enterprise with practical example? (b) You have recently opened a theme park. Explain the problems faced by you as an entrepreneur.	07 07
	OR	
Q.3	(a) What do you understand by values and ethics? Explain the key difference between values and ethics with relevant example/s in brief (b) Define Whistleblowing. Under what conditions is Whistleblowing justified? Analyze whistleblowing and its effect on Trust in an organizational context.	07 07
Q.4	(a) What is your understanding of an ethical leader? Explain the dimensions of ethical leadership (b) Define CSR. Explain four CSR activity carried by corporate.	07 07
	OR	
Q.4	(a) Explain problems faced by entrepreneurs in India.	07

- (b) You are new to this city of Rajkot and you want to set up your business. You want to start the business of recycling. From business idea to plant location and getting clearances from various departments 07

Q.5

CASE STUDY:

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 center 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 center 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.

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

OR

- Q.5** (a) What are the characteristics of a successful entrepreneur? Explain with reference to Sangeeta and Neela 07
(b) Explain how feasible their idea can be in the City like Mumbai. 07
