

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA-SEMESTER-II-EXAMINATION- SUMMER-2024**

**Subject Code: 1529607****Date: 14/06/2024****Subject Name: Entrepreneurship and Business Ethics****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.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

<b>Question Text and Description</b>		<b>Marks</b>
<b>Q.1</b>	(a) Business Ethics (b) Innovation (c) MSME (d) Creativity (e) Ethical Dilemma (f) Creative Accounting (g) Whistle Blowing	<b>14</b>
<b>Q.2</b>	(a) What is entrepreneurship? Discuss the personal characteristics and competencies of an Entrepreneur.	<b>07</b>
	(b) What is Ethics and why is it important in Business?	<b>07</b>
	<b>OR</b>	
	(b) What is the role of creativity in entrepreneurship?	<b>07</b>
<b>Q.3</b>	(a) Explain Kohlberg's six stages of moral development (CMD) in detail.	<b>07</b>
	(b) Give five strategies to promote the development of MSME in India.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) With the help of an example explain: Ethical Problems-Dilemma at Work-Sources and Resolutions in detail.	<b>07</b>
	(b) What are Initiatives for Start-up India, Stand up India and Skill India?	<b>07</b>
<b>Q.4</b>	(a) What are the formalities to start a new enterprise.	<b>07</b>
	(b) What is a business plan? Who writes and reads the business plan? Prepare an outline of business plan with an industry of your choice.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Explain the forms of Business Organization with examples.	<b>07</b>
	(b) What are the steps taken by Central, State and Other Institutions supporting business enterprises for financial assistance, technical consultancy, marketing input and research & development support? Explain in brief.	<b>07</b>

**Q.5**

Shahnaz Husain, CEO of Shahnaz Husain Group, is a successful Indian woman entrepreneur, best known for her herbal cosmetics and for her pioneering role and leadership in promoting the herbal care industry in India. The Shahnaz Husain Group, based in New Delhi, is one of the largest manufacturers of herbal products in the world, creating and marketing over 350 products for various beauty and health needs worldwide.

Shahnaz Husain belongs to a royal Muslim family and she had the privilege of receiving a modern education, which groomed her into a well-rounded personality. She was married at 15, she became a mother by the time she was 16. After marriage she developed a keen interest in beauty treatments and decided to study cosmetology. She trained extensively in cosmetic therapy for a period of 10 years from some of the leading institutes in Paris, London, New York, and Copenhagen.

In contrast to other salons offering chemical cosmetics, she made use of Ayurvedic products with natural formulations that could be safely used on the human body. By doing this, she ushered in an era of herbal cosmetics and herbal therapy.

Shahnaz pioneered the commercialization of Ayurvedic cosmetic products. She identified the market for Ayurveda as a niche market and introduced the novel concept of “natural care and cure”. During the last three decades, the Shahnaz Husain Group has acquired a tremendous global presence. Shahnaz Husain operates a chain of training centres that provides education and training in Ayurveda and cosmetology. Shahnaz Husain International Beauty Academy, based in New Delhi, provides diploma and postgraduate courses in beauty therapy as well as various short-term tailor-made and need-based vocational courses.

This case study focuses on self motivated women entrepreneur from India who has made global presence by her persuasion, decision making ability, creativity and innovation. Her entrepreneurial journey is a great motivational story to many budding women entrepreneurs from India.

- (a) Examine the qualities of Shahnaz Husain as an entrepreneur and their contribution to her success in business. **07**
- (b) What, in your opinion, was the turning point in Shahnaz Husain’s career as an entrepreneur? **07**

**OR**

- Q.5** (a) What can an aspiring woman entrepreneur learn from this case study of Shahnaz Husain? **07**
- (b) Explain the factors influencing the development of women entrepreneurs and strategies needed for the development of women entrepreneurs in India. **07**

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