

Enrolment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY
BBA - SEMESTER - VI EXAMINATION - SUMMER 2025

Subject Code: 1560104

Date: 14-05-2025

Subject Name: Entrepreneurship

Time: 10:30 AM TO 01:00 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.**

		Marks
Q.1	Attempt ANY 7	14
	<p>(a) What are the key differences between a traditional entrepreneur and a social entrepreneur?</p> <p>(b) Explain the significance of entrepreneurial mindset in the success of a startup.</p> <p>(c) Differentiate between entrepreneurial environment and business climate with suitable examples.</p> <p>(d) Discuss two major types of entrepreneurial competencies with examples.</p> <p>(e) Why is motivation important for entrepreneurs? Illustrate with a real-life example.</p> <p>(f) List any four reasons why business plans fail and briefly explain any two.</p> <p>(g) What is the strategic role of clusters in promoting MSMEs?</p> <p>(h) Mention two phases of the project life cycle and explain their importance.</p>	
Q.2	Multiple Choice Questions (All Compulsory)	14
	<p>(1) Which of the following is NOT a characteristic of an entrepreneur? A. Risk-taking B. Innovation C. Dependence D. Leadership</p> <p>(2) Which of these models emphasizes entrepreneurial behavior as a response to motivation? A. BMC Model B. McClelland's Achievement Motivation Model C. SWOT Model D. Porter's Five Forces</p>	

- (3) Which type of entrepreneur brings a family business into new markets or technologies?
- A. Innovating Entrepreneur
 - B. Intrapreneur
 - C. Drone Entrepreneur
 - D. Second-generation Entrepreneur
- (4) What is the full form of MSME?
- A. Medium and Small Manufacturing Enterprise
 - B. Ministry of Small and Medium Enterprise
 - C. Micro, Small and Medium Enterprises
 - D. Minor Sector and Medium Enterprises
- (5) Which of the following is NOT part of a Business Model Canvas (BMC)?
- A. Key Partnerships
 - B. Value Proposition
 - C. Annual Budget
 - D. Customer Segments
- (6) Which scheme is launched by the Indian Government to promote startups?
- A. Digital Bharat
 - B. Startup India
 - C. MSME India
 - D. Make in India
- (7) Which of these is a key challenge for family-run businesses?
- A. Innovation
 - B. Succession Planning
 - C. Government Licensing
 - D. Technical Skills
- (8) Business Opportunity Identification does NOT involve:
- A. Market Need
 - B. Legal Structure
 - C. Timing
 - D. Feasibility
- (9) Which phase comes first in a typical project life cycle?
- A. Execution
 - B. Planning
 - C. Initiation
 - D. Closure

(10) Which of the following institutions primarily supports MSMEs at the central level?

- A. NABARD
- B. SIDBI
- C. IRDAI
- D. TRAI

(11) Which one is a reason for failure of business plans?

- A. Clear Vision
- B. Lack of Research
- C. Market Strategy
- D. Sound Financials

(12) Entrepreneurship training is least likely to include:

- A. Communication Skills
- B. Product Development
- C. Legal Drafting
- D. Technical Drawing

(13) What is the core purpose of a business plan?

- A. Legal Compliance
- B. Attract Investors
- C. Employee Hiring
- D. Customer Loyalty

(14) Clusters help MSMEs by:

- A. Creating legal structures
- B. Sharing resources and knowledge
- C. Promoting MNCs
- D. Avoiding regulations

Q.3 (a) Critically evaluate the role of entrepreneurship development programs (EDPs) in India. **07**

(b) Develop a business plan for a skill-based training venture aimed at rural youth. **07**

OR

(a) Explain the importance of entrepreneurial competencies in opportunity identification. **07**

(b) Prepare a business plan for a mobile-based grocery delivery startup in tier-2 cities. **07**

Q.4 (a) Analyze the challenges and succession issues faced in family-owned businesses **07**

(b) Discuss how a second-generation entrepreneur can bring innovation to a traditional family business. **07**

OR

- (a) Discuss the government schemes available to support MSMEs at the state level. 07
- (b) Evaluate the success and shortcomings of 'Startup India' initiative with real examples. 07
- Q.5** (a) Assess different models for identifying business opportunities in a competitive market. 07
- (b) Design and present a Business Model Canvas for a tech-enabled MSME that offers logistics services. 07

OR

- (a) Compare the phases of project life cycle with examples from a tech startup. 07
- (b) Prepare a BMC for a platform connecting local artisans to global markets. 07