

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 1539414****Date: 04-03-2022****Subject Name: Global Entrepreneurship****Time: 10:30 AM TO 12:30 PM****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 Define/Answer in Short: 08**
- (a) Global Entrepreneurship  
(b) HDI  
(c) Millennial entrepreneur  
(d) Offshoring
- Q.2 (a) Discuss the personal characteristics and competencies required for Global Entrepreneur. 07**
- (b) Elaborate the benefits of going global and challenges faced by the global entrepreneurs. 07**
- OR**
- (b) How does global entrepreneurship differ from international business? 07**
- Q.3 (a) Explain the various international drivers for entrepreneurship. 07**
- (b) How male entrepreneurs differ from female entrepreneurs? Explain the differential context with an example of your choice. 07**
- OR**
- Q.3 (a) Explain Global Entrepreneurship Monitor (GEM) and its impact on Entrepreneurship. 07**
- (b) What is a Business Model? Explain in brief the structure of a business Model. 07**
- Q.4** Founded in 2013 primarily as a coding boot camp, Tech Talent South offers both part-time and full-time courses on topics like Ruby on Rails and Big Data Analytics. Most of the camp's programs are run out of cooperative working spaces and temporary locations throughout the cities it has a presence in. The primary focus of the Atlanta-founded and now North Carolina-based company as branded in the name was on coding in the South, but the company to date has expanded to eleven markets with plans to expand even more. The founder, Betsy Idilbi, jokes that she wouldn't have named the company Tech Talent South if she had known its full potential and growth, including being plugged into the entrepreneurial ecosystem in places such as Columbus, Ohio. The company even has offices in the northeastern city of Hartford, Connecticut.

- (a) Could a feasibility analysis have helped Betsy from the start? **07**
- (b) The company has expanded its business to offer corporate trainings at existing companies, rather than teaching classes directly to student enrollees. How would you identify a new potential market for Tech Talent South to enter? **07**

**OR**

- Q.4** (a) What could be done with its existing business? **07**
- (b) How would you advise the company on making go-or-no-go decisions for entering new markets? **07**

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