

Enrollment No./Seat No.:

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA INTEGRATED - SEMESTER - VI EXAMINATION - WINTER 2025

Subject Code: 2567107

Date: 26-11-2025

Subject Name: Entrepreneurship

Time: 02:30 PM TO 05:30 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.1 (a) Aman is a young entrepreneur with a tech-based startup. He faces challenges in scaling his business due to competition and lack of funding. What qualities should Aman exhibit to successfully overcome these challenges and drive his startup to success? **07**

(b) Imagine you are tasked with promoting entrepreneurship in a rural area. How would you design a process to develop and support potential entrepreneurs in this region? **07**

Q.2 (a) A textile company has come up with a new eco-friendly fabric. How could the founder leverage innovation and creativity to turn this product into a successful business venture? **07**

(b) In a developing country like India, how could a budding entrepreneur contribute to economic and social development? Provide examples to support your ideas. **07**

OR

(b) You are helping a friend create a startup. Explain how you would structure a business plan for his online tutoring service and why each element of the plan is crucial to its success. **07**

Q.3 (a) You've been approached to assess the feasibility of opening a boutique hotel in a popular tourist area. Describe the steps you would take to conduct this feasibility analysis. **07**

(b) Assume you are considering starting a digital marketing agency. Perform a financial feasibility analysis to determine whether this business venture would be viable. **07**

OR

Q.3 (a) A local organic farm has seen steady growth in its customer base. How would you develop a strategic plan to help them expand their operations to nearby cities? **07**

(b) A small business selling handmade jewelry wants to scale up by entering the international market. Design a growth strategy that would help them expand successfully while minimizing risks. **07**

Q.4 (a) A new app that promotes healthy eating habits has just been launched. How would you, as an entrepreneur, use entrepreneurial marketing techniques to increase user engagement and grow the customer base? **07**

(b) You have invented a new type of water bottle with unique cooling technology. How would you use innovative marketing to differentiate this product in a crowded market? **07**

OR

Q.4 (a) You are launching a new food delivery service. Explain how you would collect and use customer feedback to continually improve the service and attract new customers. **07**

(b) A social media startup is experiencing rapid growth but is struggling with internal management issues and market competition. What strategies could you suggest to address these challenges and ensure sustained success? **07**

Q.5 (a) You own a successful startup and are considering exiting the business. Evaluate different exit **07**

strategies you could use and justify which one might be best for your situation.

- (b) You are advising a startup that needs funding to scale its operations. Evaluate which government schemes or grants could be beneficial for them and justify your choices. **07**

OR

- Q.5** (a) Your startup is at an early stage and is considering approaching both venture capitalists and angel investors. What factors would you evaluate when choosing between these two financing options? **07**
- (b) Compare and contrast the different sources of finance available for a startup entrepreneur. **07**
