

Enrollment No./Seat No.:

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA - SEMESTER - I EXAMINATION - WINTER 2025**

**Subject Code: MB01094021**

**Date: 17-01-2026**

**Subject Name: Research for Entrepreneurs**

**Time: 10:30 AM TO 12:00 PM**

**Total Marks: 30**

**Instructions:**

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

	<b>Marks</b>
<b>Q.1</b> All Questions are Compulsory	<b>10</b>
(a) Give answer in short What are the sources of primary and secondary data in startup research?	
(b) Give answer in short What is review of literature?	
(c) Give answer in short Explain any two tools used for data collection in entrepreneurship research.	
(d) Give answer in short What is univariate and bivariate analysis in entrepreneurial data analysis?	
(e) Give answer in short Mention any three data visualization techniques useful for startups.	
<b>Q.2 (a)</b> Answer the practical question based on a situation	<b>05</b>
A student entrepreneur wants to launch a healthy snack startup for urban working professionals. As a research student, explain how entrepreneurial research can be used to identify the opportunity and support market validation and product development. Mention the type of research design, problem statement, objectives, and sources of data.	
(b) Give answer based on practical situation	<b>05</b>
A startup founder plans to launch a mobile-based food delivery service in a city. Explain how data collection and data analysis can be used to gain entrepreneurial insights	
<b>OR</b>	
(a) Answer the practical question based on a situation	<b>05</b>
An entrepreneur wants to start an online home tutoring startup. Explain briefly how research can be used for problem identification, research design, and data collection.	
(b) Give answer based on situation	<b>05</b>
An entrepreneur plans to start a subscription-based organic vegetable delivery startup. Explain how data collection tools and basic data analysis techniques can be used to gain customer insights.	

**Q.3**

Give answer of question based on a practical situation.

**10**

A young entrepreneur plans to start an eco-friendly packaging startup for small food businesses.

Explain in detail how research in entrepreneurship can be applied to identify the opportunity, validate the market, and support product development. Discuss the research process, research design, review of literature, problem statement, objectives, and sources of data.

**OR**

Give answer based on a case given

**10**

A startup founder wants to launch a digital fitness coaching platform and apply for funding under Startup India or SSIP.

Explain in detail the role of data collection, data analysis, visualization, and report writing in preparing a research report and funding proposal.

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