

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER (2) – EXAMINATION – SUMMER 2018

Subject Code: 3529208

Date: 02/06/2018

Subject Name: Entrepreneurship

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.

- Q1. Explain the following Terms: (14)
- a) Adoptive Entrepreneur
 - b) Intrapreneur
 - c) Ease of Doing Business
 - d) Business plan
 - e) Sub-Contracting Exchanges (SCX)
 - f) Venture capital
 - g) Medium Enterprise
- Q2. (a) Define Entrepreneurship. Explain the characteristics of a successful entrepreneur. (7)
- (b) What are the various problems faced by MSME sector? (7)
- OR**
- (b) What do you understand by achievement motivation? How can achievement motivation be developed? (7)
- Q3. (a) Explain the significance & Growth of MSME in India. (7)
- (b) Explain factors influencing women entrepreneurs and various institutions supporting women's entrepreneurship in India. (7)
- OR**
- Q3. (a) Discuss in detail the initiatives undertaken by Government of Gujarat for promoting MSME & Start-up. (7)
- (b) Write a note on: 1) Minority Entrepreneurship (7)
- 2) Stand-up India & Skill India
- Q4. Case Study: (14)

IndiaCo: A Business Incubator with a difference

IndiaCo is an investment management firm listed on the Bombay Stock Exchange. The promoters of IndiaCo have a long history in India. It was the first company in India to launch a private incubator in 2000. In 2002, this incubator was recognized by the World Bank group and also received support from the Department of Science & Technology, Government of India.

Business incubation is a business support process that facilitates in the successful development of start-ups and early growth stage companies by providing entrepreneurs with an array of resources and services through its network of contacts. A business incubators' main goal is to produce successful firms that will leave the project financially viable and self sustaining.

The promoter of IndiaCo aim to provide transparency and regularize a new model for private equity markets. They invest the capital required to frame the new business model of the acquired company. IndiaCo has had the experience of working with incubators across different geographical locations. Based on its experience, the most common problems that business incubators face in developing countries are the lack of innovative high-growth projects IndiaCo; non-availability of capital; lack of basic operating infrastructure; and problems of self-

sustenance. Institutional marketing for incubators is a major challenge in most developing countries.

Since its inception, IndiaCo has been active in the area of incubation and technology transfer, the key success factors of IndiaCo are the entrepreneurial experience of the founder; visionary leadership; strategic positioning in the domestic and international markets; good management teams; and milestone-based e-mentoring. IndiaCo functions as a “venture creation engine” for high-tech start-ups and early-stage companies. It provides the infrastructure and network to translate research into innovative products to support entrepreneurs. The international network at IndiaCo is made available to the companies even before they graduate from the incubator.

The traditional model of business incubators consist of a group of start-up firms that are located in a common physical space sharing various resources and mentorship. IndiaCo follows an equity model unlike most incubators. It deploys its funds and investment directly through the holding company into portfolio companies. This structure provides the flexibility to invest in the holding company, a sector of choice, or just the company of choice.

1. Analyse the business model of IndiaCo
2. List the key success factors for the success of IndiaCo.

OR

1. Critically examine how IndiaCo enables new venture creation?
2. Why is IndiaCo a business incubator with a difference?

Q5. Case Study:

(14)

Chinese Restaurants: A Good Business Opportunity

Deepak & Nandan both want to start their own businesses. On conducting an environment & industry analysis & a market study, they found that there is a demand for Chinese food and the market seems quite large. The market study revealed that customers are looking for restaurants that offer fun family dining at a reasonable price in key locations. Presently, there is no competition in lower to medium price range in those locations. Now Dipak & Nandan both want to start a chain of mid-priced Chinese food restaurants in key locations.

Nandan is a successful investment banker with an experience of 6 years. He conducted the environment and industry analysis of the project, but he has no background in hospitality and no particular passion for food.

Deepak started his career in a junior position in the hospitality industry and is now the operations manager at a well-known, high-end Chinese restaurant. He has a successful track record of managing restaurants and a strong networking capability with suppliers, chefs, marketing people and other related individuals. He is very passionate about food and well-informed about the hospitality industry.

Both Deepak and Nandan have the same business idea – to start a chain of mid-priced, family oriented Chinese restaurants. But is it an equally valid business opportunity for both of them?

1. Is starting a Chinese restaurants an equally valid business opportunity for both Deepak & Nandan?
2. What type of business do you suggest for Deepak & Nandan & Why?

OR

1. Identify the Entrepreneurial competencies required to establish a business enterprise with respect to the case study.
2. Explain John Mullin's seven-domain framework for Opportunity Evaluation with reference to case study.
