

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) SEMESTER – 4• EXAMINATION – WINTER - 2018

Subject Code: 4140501

Date: 04/12/2018

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.

- Q.1 (a)** Define 'Entrepreneurship'. What is the role of Entrepreneurship in economic development of a country or region? **07**
- (b)** What prompts people to become Entrepreneurs? What are the catalysts for people turning to entrepreneurship? **07**
- Q.2 (a)** What was the role of Entrepreneurship in various eras. What are the main characteristics of Entrepreneurs? **07**
- (b)** What are the functions of Entrepreneurs? What are the competencies of Entrepreneurs? **07**
- OR**
- (b)** Classify the entrepreneurs in different categories. **07**
- Q.3 (a)** What are the contents of a Business Plan/Project Report? **07**
- (b)** Define Motivation? What are the motivational factors for Entrepreneurs? **07**
- OR**
- Q.3 (a)** What are the sources of new ideas for a project or business plan? **07**
- (b)** What are the steps to prepare a Project Plan? **07**
- Q.4 (a)** What are the sources of finance available to an entrepreneur? **07**
- (b)** Why do some Projects/Business Plans fail? **07**
- OR**
- Q.4 (a)** What are the types of Venture Capitalists? **07**
- (b)** What are the various initiatives taken by the government to promote SSI in India? **07**
- Q.5 (a)** Explain the stages of Venture Capital Funding Process. **07**
- (b)** What is Venture Capital? What are the stages of Venture Capital Funding? **07**
- OR**
- Q.5 (a)** Explain the following theories of motivation. **07**
- ERG theory
- Maturity Immaturity theory
- Reinforcement theory
- (b)** Explain the following theories of motivation. **07**
- Alderfer's theory of Motivation
- Herzberg's two factor theory
- Maslow's theory of needs
