

Entrepreneurship and Start-ups (4300021) - Winter 2024 Solution

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Question 1(a) [3 marks]

Distinguish between Entrepreneur and Manager.

Solution

Answer:

Table 1. Entrepreneur vs Manager

Aspect	Entrepreneur	Manager
Primary Role	Creates new ventures and opportunities	Administers existing operations
Risk Taking	High risk-taker, bears uncertainty	Low to moderate risk, follows guidelines
Decision Making	Quick, intuitive decisions	Systematic, policy-based decisions
Focus	Innovation and growth	Efficiency and control
Rewards	Profit and ownership	Salary and benefits

Mnemonic

“CRIFO” - Creates Risk Innovation Focus Ownership”

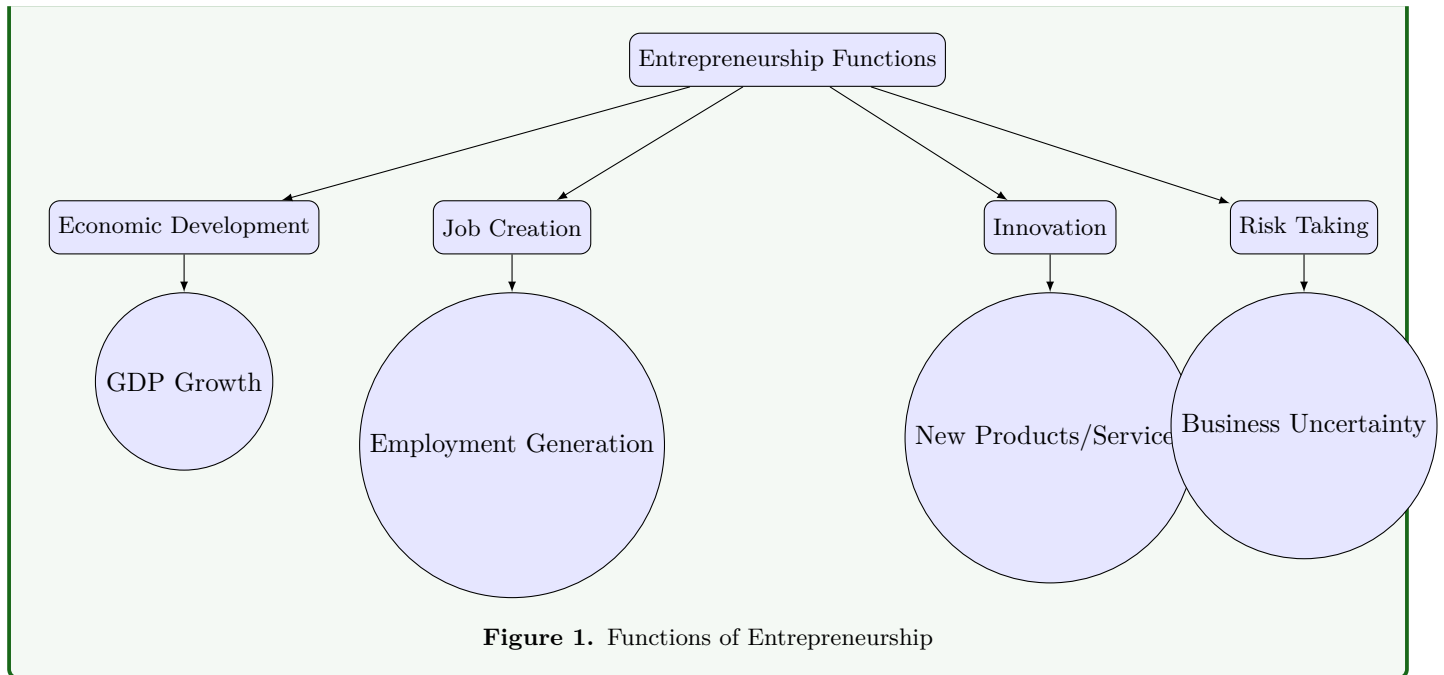
Question 1(b) [4 marks]

Explain any four functions of Entrepreneurship.

Solution

Answer:

- **Job Creation:** Entrepreneurs establish new businesses, creating employment opportunities for others
- **Innovation:** They introduce new products, services, or processes to meet market needs
- **Economic Development:** Generate wealth, contribute to GDP, and stimulate economic growth
- **Risk Taking:** Accept business uncertainties and financial risks for potential profits

**Mnemonic**

“JIER” - Job Innovation Economic Risk”

Question 1(c) [7 marks]

How MSMEs are important in the development of economy of India?

Solution

Answer:

Table 2. Importance of MSMEs

Contribution Area	Importance
Employment Generation	Second largest employer after agriculture
Industrial Production	Contributes 45% of manufacturing output
Export Earnings	Accounts for 40% of total exports
GDP Contribution	Contributes around 30% to India's GDP
Rural Development	Promotes balanced regional growth

- **Manufacturing Flexibility:** Quick adaptation to market changes and customer requirements
- **Innovation Hub:** Supports large industries as suppliers and vendors
- **Entrepreneurship Development:** Encourages individual business ownership and self-employment

Mnemonic

“EIGER-MIE” - Employment Industrial GDP Export Rural Manufacturing Innovation Entrepreneurship”

Question 1(c OR) [7 marks]

How Student Start-up and Innovation Policy (SSIP) helps diploma students to start their

own start-up?

Solution

Answer:

Table 3. SSIP Benefits

SSIP Benefits	Description
Financial Support	Seed funding and grants up to Rs.2 lakhs
Incubation Centers	Access to 50+ incubation centers across Gujarat
Mentorship	Industry expert guidance and counseling
Infrastructure	Free co-working spaces and equipment access
Skill Development	Entrepreneurship training programs

- **Academic Integration:** Start-up activities counted as academic credits
- **IPR Support:** Help in patent filing and intellectual property protection
- **Market Access:** Networking opportunities with investors and industry partners

Mnemonic

“FIMSAIM” - Financial Incubation Mentorship Skill Academic IPR Market”

Question 2(a) [3 marks]

What is project report? Show its importance in project implementation.

Solution

Answer:

A **project report** is a comprehensive document containing detailed information about a proposed business venture including technical, financial, and commercial aspects.

Importance:

- **Loan Approval:** Banks require project reports for financing decisions
- **Resource Planning:** Helps in proper allocation of resources and manpower
- **Risk Assessment:** Identifies potential challenges and mitigation strategies

Mnemonic

“LRR” - Loan Resource Risk”

Question 2(b) [4 marks]

How the Break-Even Point (in terms of sales revenue) is calculated? Also show graphical representation with example.

Solution

Answer:

Formula: Break-Even Point (Sales) = Fixed Costs ÷ Contribution Margin Ratio

Where: Contribution Margin Ratio = (Sales - Variable Costs) ÷ Sales

Example:

- Fixed Costs = Rs.50,000

- Selling Price per unit = Rs.100
- Variable Cost per unit = Rs.60
- Contribution per unit = Rs.40
- Contribution Margin Ratio = 40%
- Break-Even Sales = $\text{Rs.}50,000 \div 0.40 = \text{Rs.}1,25,000$

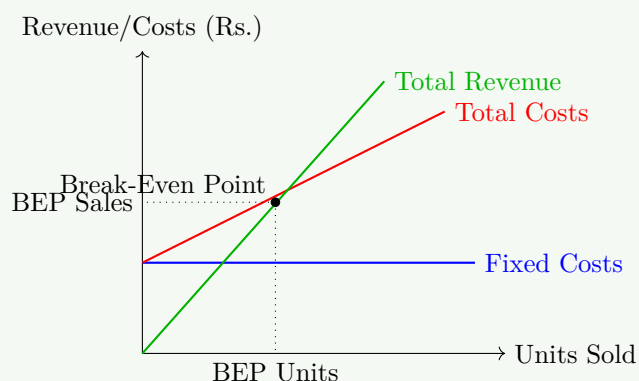


Figure 2. Break-Even Chart

Mnemonic

“FCR” - Fixed Costs Contribution Ratio”

Question 2(c) [7 marks]

Explain the need of market survey and also explain the market test method of market survey.

Solution

Answer:

Need of Market Survey:

Table 4. Purpose of Market Survey

Purpose	Description
Demand Assessment	Understand customer needs and preferences
Competition Analysis	Study competitor strategies and pricing
Market Size	Estimate total addressable market
Pricing Strategy	Determine optimal price points

Market Test Method:

- **Test Marketing:** Launch product in limited geographic area
- **Focus Groups:** Conduct discussions with target customers
- **Pilot Studies:** Small-scale product trials with selected customers
- **Online Surveys:** Digital questionnaires for broader reach

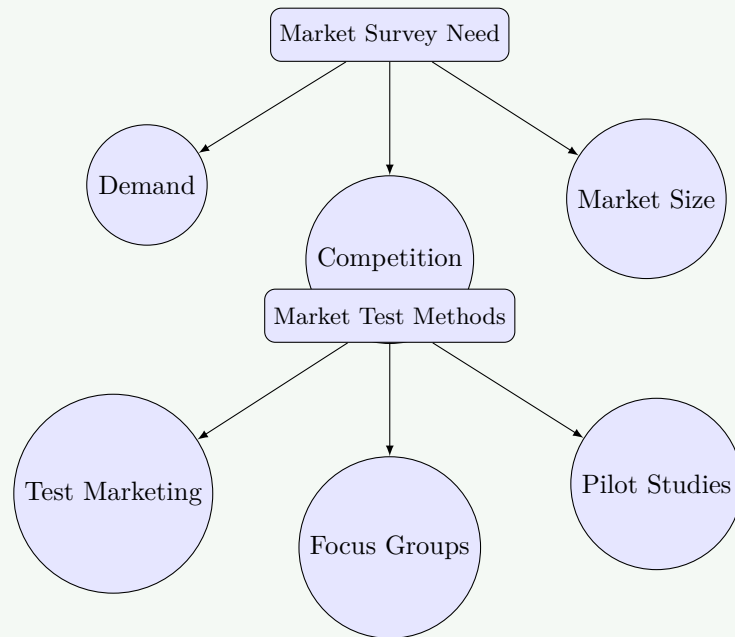


Figure 3. Market Survey Components

Mnemonic

“DCMP-TFPO” - Demand Competition Market Pricing Test Focus Pilot Online”

Question 2(a OR) [3 marks]

What is marketing plan? Explain in brief.

Solution

Answer:

A **marketing plan** is a strategic document outlining how a business will promote and sell its products or services to target customers.

Components:

- **Market Analysis:** Customer demographics and behavior study
- **Marketing Mix:** Product, Price, Place, Promotion strategies
- **Budget Allocation:** Financial resources for marketing activities

Mnemonic

“AMB” - Analysis Mix Budget”

Question 2(b OR) [4 marks]

Prepare SWOT analysis for a company manufacturing e-bike in urban region in Gujarat.

Solution

Answer:

Table 5. SWOT Analysis for E-bike Company

SWOT Analysis	E-bike Manufacturing Company
Strengths	<ul style="list-style-type: none"> • Government support for electric vehicles • Growing environmental awareness • Lower operating costs than petrol vehicles
Weaknesses	<ul style="list-style-type: none"> • High initial investment • Limited charging infrastructure • Battery replacement costs
Opportunities	<ul style="list-style-type: none"> • FAME scheme subsidies • Urban pollution concerns • Rising fuel prices
Threats	<ul style="list-style-type: none"> • Competition from established players • Technology obsolescence • Economic slowdown affecting purchasing power

Mnemonic

“SWOT-GILH” - Strengths Weaknesses Opportunities Threats Government Infrastructure Low High”

Question 2(c OR) [7 marks]

What is innovation? List any five innovations of any product or process or service.

Solution

Answer:

Innovation is the process of creating new or improved products, services, or processes that provide value to customers and competitive advantage to organizations.

Five Product/Service Innovations:

Table 6. Examples of Innovation

Innovation	Type	Description
UPI Payment System	Service	Digital payment platform revolutionizing transactions
Tesla Electric Cars	Product	Sustainable automotive technology with autonomous features
Netflix Streaming	Service	On-demand entertainment delivery model
3D Printing	Process	Additive manufacturing technology
Zoom Video Calling	Service	Remote communication platform for virtual meetings

- **Value Creation:** Each innovation solved existing customer problems
- **Market Disruption:** Changed traditional business models and user behavior
- **Technology Integration:** Combined multiple technologies for enhanced user experience

Mnemonic

“UNTZI-VTM” - UPI Netflix Tesla Zoom Innovation Value Technology Market”

Question 3(a) [3 marks]

Write short note on partnership firm.

Solution**Answer:**

A **partnership firm** is a business structure where two or more individuals jointly own and operate a business for profit.

Key Features:

- **Shared Ownership:** Multiple partners contribute capital and expertise
- **Joint Liability:** Partners are personally liable for business debts
- **Profit Sharing:** Earnings distributed according to partnership agreement

Mnemonic

“SJP” - Shared Joint Profit”

Question 3(b) [4 marks]

Explain the various activities involved in ‘staffing’ function of management with example.

Solution**Answer:**

Table 7. Staffing Activities

Staffing Activity	Description	Example
Recruitment	Attracting potential candidates	Posting job advertisements on LinkedIn
Selection	Choosing suitable candidates	Conducting interviews and aptitude tests
Training	Skill development programs	New employee orientation sessions
Performance Appraisal	Evaluating employee performance	Annual performance reviews

- **Placement:** Assigning right person to right job position
- **Promotion:** Career advancement based on performance and experience
- **Compensation:** Determining fair wages and benefits package

Mnemonic

“RSTPPC” - Recruitment Selection Training Performance Placement Promotion Compensation”

Question 3(c) [7 marks]

Explain the autocratic leadership and state its advantages.

Solution**Answer:**

Autocratic Leadership is a management style where the leader makes all decisions independently without consulting team members.

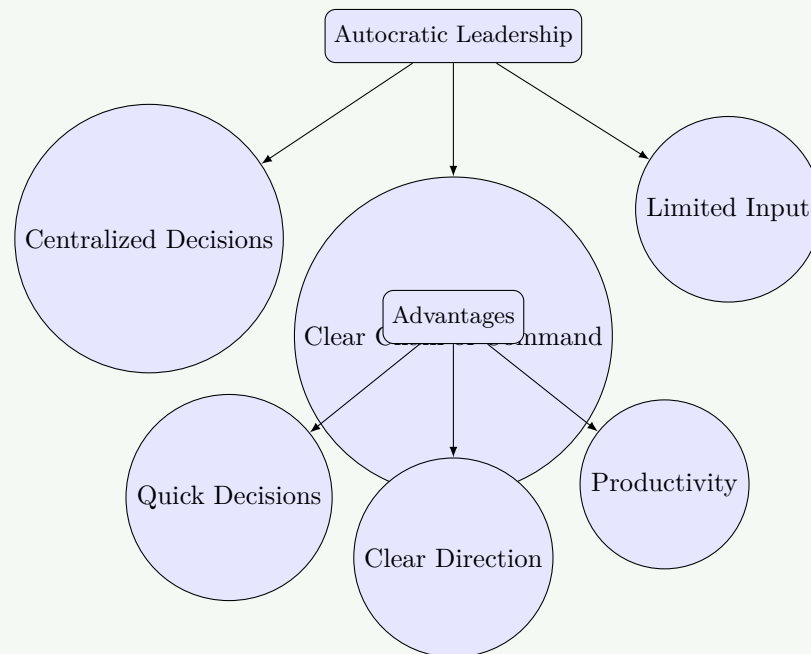
Characteristics:

- **Centralized Decision Making:** Leader has complete authority and control
- **Clear Chain of Command:** Well-defined hierarchy and reporting structure
- **Limited Employee Input:** Minimal participation in decision-making process

Advantages:

Table 8. Advantages of Autocratic Leadership

Advantage	Description
Quick Decisions	Faster problem-solving without lengthy consultations
Clear Direction	Employees know exactly what is expected
Crisis Management	Effective during emergencies requiring immediate action
Productivity	Higher output due to structured work environment
Accountability	Single point of responsibility for outcomes

**Figure 4.** Autocratic Leadership Model**Mnemonic**

“QCCPA” - Quick Clear Crisis Productivity Accountability”

Question 3(a) OR [3 marks]

Write short note on joint stock company.

Solution

A **joint stock company** is a business organization where capital is divided into shares owned by multiple shareholders.

Key Features:

- **Limited Liability:** Shareholders' liability limited to their investment
- **Transferable Shares:** Ownership can be easily bought and sold
- **Separate Legal Entity:** Company exists independently of its owners

Mnemonic

“LTS” - Limited Transferable Separate”

Question 3(b) OR [4 marks]

Explain the various activities involved in 'organizing' function of management with example.

Solution

- **Resource Allocation:** Distributing financial and human resources efficiently
- **Span of Control:** Determining number of subordinates per manager
- **Unity of Command:** Each employee reports to one superior

Table 9. Organizing Activities

Organizing Activity	Description	Example
Job Design	Defining roles and responsibilities	Creating job descriptions for marketing manager
Departmentalization	Grouping similar activities	Forming HR, Finance, and Operations departments
Delegation	Assigning authority and responsibility	Manager delegating budget approval to team leads
Coordination	Ensuring smooth workflow	Weekly inter-department meetings

Mnemonic

"JDDCRSU" - Job Departmentalization Delegation Coordination Resource Span Unity

Question 3(c) OR [7 marks]

Explain the democratic leadership and state its advantages.

Solution

Democratic Leadership is a management style where leaders involve team members in decision-making processes and encourage participation.

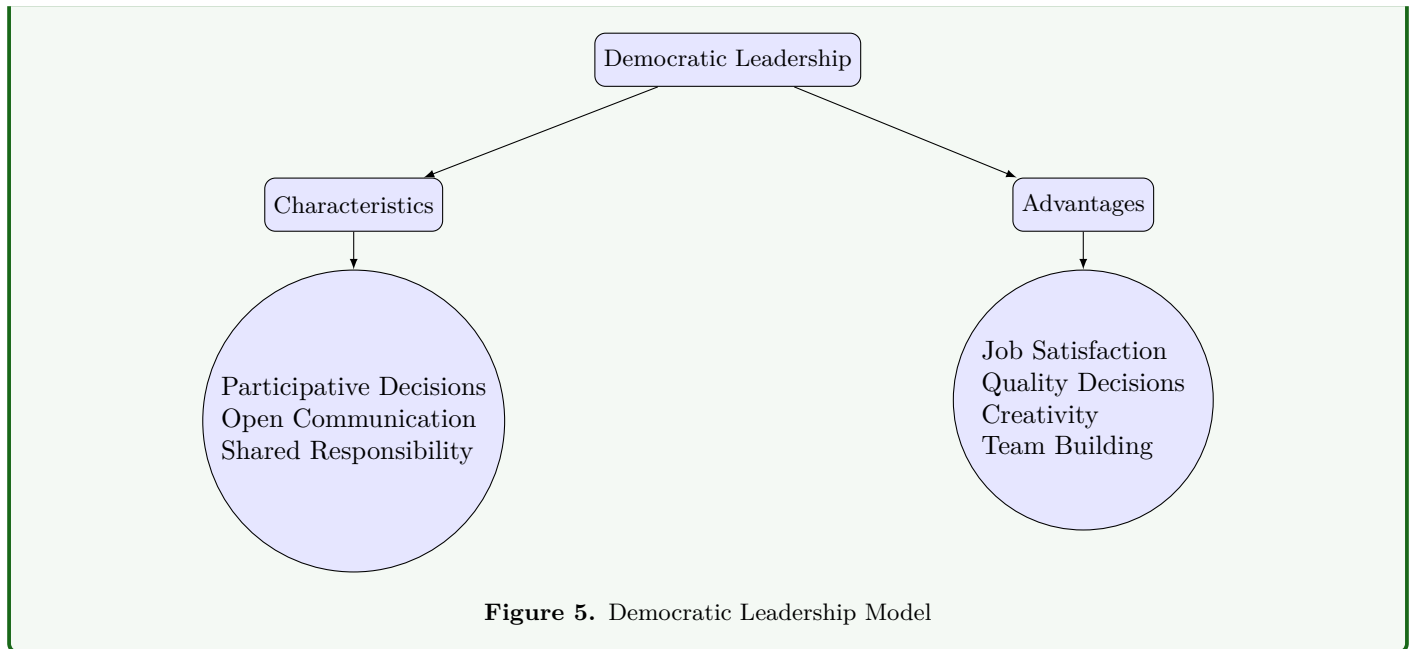
Characteristics:

- **Participative Decision Making:** Team members contribute to problem-solving
- **Open Communication:** Two-way communication between leaders and employees
- **Shared Responsibility:** Collective ownership of outcomes and results

Advantages:

Table 10. Advantages of Democratic Leadership

Advantage	Description
Higher Job Satisfaction	Employees feel valued and heard
Better Quality Decisions	Multiple perspectives improve decision quality
Improved Creativity	Diverse ideas and innovative solutions
Team Building	Stronger collaboration and trust
Employee Development	Skills enhancement through participation

**Mnemonic**

“JQCTE” - Job Quality Creativity Team Employee”

Question 4(a) [3 marks]

State various functions of District Industries center.

Solution

- **Registration Services:** MSME registration and various license approvals
- **Financial Assistance:** Guidance for loans and government scheme applications
- **Technical Support:** Providing technical guidance and consultancy services

Mnemonic

“RFT” - Registration Financial Technical”

Question 4(b) [4 marks]

Identify any two state level incubators and write their functions.

Solution

Table 11. State Level Incubators

Incubator	Functions
i-HUB Gujarat	<ul style="list-style-type: none"> Startup mentoring and acceleration programs Funding support and investor connections Infrastructure and co-working space facilities
CIIE Ahmedabad	<ul style="list-style-type: none"> Technology commercialization support Industry-academia collaboration Scale-up programs for growing startups

Common Functions:

- **Mentorship Programs:** Expert guidance from industry professionals
- **Networking Events:** Connecting startups with investors and partners

Mnemonic

“MFIN” - Mentoring Funding Infrastructure Networking”

Question 4(c) [7 marks]

What is start-up eco system? List various activities and elements of start-up eco system.

Solution

Start-up Ecosystem is a interconnected network of organizations, individuals, and resources that support entrepreneurship and startup development.

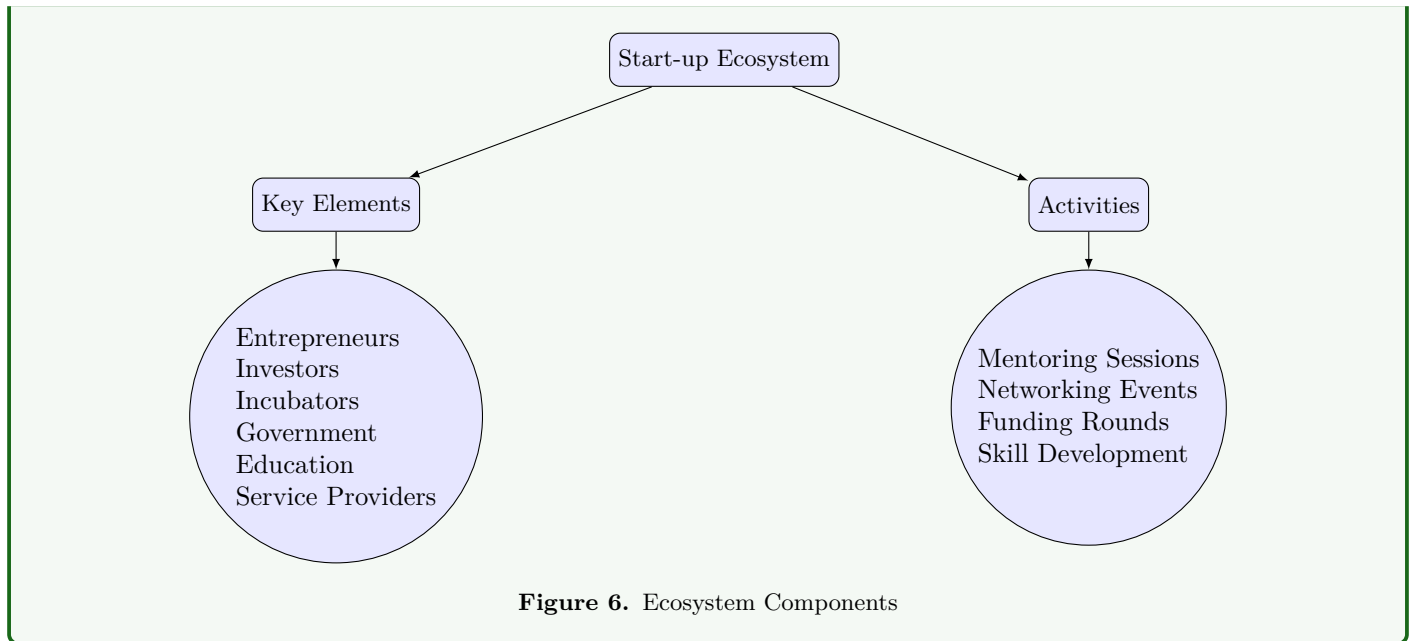
Key Elements:

Table 12. Startup Ecosystem Elements

Element	Description
Entrepreneurs	Visionary individuals starting new ventures
Investors	Angel investors, VCs providing funding
Incubators/Accelerators	Support organizations for early-stage startups
Government	Policy makers and regulatory bodies
Educational Institutions	Universities and research centers
Service Providers	Legal, accounting, consulting firms

Activities:

- **Mentoring Sessions:** Regular guidance from experienced entrepreneurs
- **Networking Events:** Startup meetups and investor pitch sessions
- **Funding Rounds:** Seed, Series A, B funding opportunities
- **Skill Development:** Technical and business training programs

**Mnemonic**

"EIGEEES-MNFS" - Entrepreneurs Investors Government Education Service Mentoring Networking Funding Skill"

Question 4(a) OR [3 marks]

State various functions of Small industries Development Bank of India (SIDBI).

Solution

- **Financial Services:** Direct and indirect lending to MSMEs and startups
- **Development Services:** Capacity building and skill development programs
- **Promotional Activities:** Market development and technology upgradation support

Mnemonic

"FDP" - Financial Development Promotional"

Question 4(b) OR [4 marks]

Identify any two national level incubators and write their functions.

Solution

Table 13. National Level Incubators

Incubator	Functions
T-Hub Hyderabad	<ul style="list-style-type: none"> • India's largest startup incubator • Technology innovation and R&D support • Global market access programs
NASSCOM 10,000 Startups	<ul style="list-style-type: none"> • Pan-India startup acceleration program • Corporate partnership facilitation • Ecosystem building and policy advocacy

Common Functions:

- **Acceleration Programs:** Intensive startup development and mentoring
- **Corporate Connections:** Linking startups with large enterprise partners

Mnemonic

“TIGAC” - Technology Innovation Global Acceleration Corporate”

Question 4(c) OR [7 marks]

Which steps should be taken to avoid failure of start-up? Explain in brief.

Solution**Steps to Avoid Startup Failure:****Table 14.** Strategies for Success

Step	Description
Market Research	Thorough understanding of customer needs and market demand
Financial Planning	Proper cash flow management and funding strategies
Team Building	Hiring skilled and committed team members
Product Validation	Testing product-market fit before full launch
Customer Focus	Continuous customer feedback and satisfaction

Additional Measures:

- **Risk Management:** Identifying potential threats and mitigation strategies
- **Adaptability:** Flexibility to pivot based on market changes
- **Legal Compliance:** Proper registration and regulatory adherence



Figure 7. Startup Success Strategies

Mnemonic

“MFTPCRAL” - Market Financial Team Product Customer Risk Adaptability Legal

Question 5(a) [3 marks]

How Return on Investment (ROI) is calculated?

Solution

ROI Formula:

$$\text{ROI} = \left(\frac{\text{Net Profit}}{\text{Total Investment}} \right) \times 100$$

Example:

- Investment = Rs. 1,00,000
- Net Profit = Rs. 20,000
- $\text{ROI} = (20,000/1,00,000) \times 100 = 20\%$

Mnemonic

“NTH” - Net Total Hundred

Question 5(b) [4 marks]

Show the significance of technical analysis in feasibility study.

Solution

Table 15. Significance of Technical Analysis

Significance	Description
Technology Assessment	Evaluating technical viability and requirements
Resource Planning	Determining machinery, equipment, and infrastructure needs
Process Design	Optimal production methods and workflow
Quality Standards	Ensuring product meets industry specifications

Mnemonic

“TRPQ” - Technology Resource Process Quality”

Question 5(c) [7 marks]

Explain the characteristics of corporate social responsibility.

Solution

Corporate Social Responsibility (CSR) refers to business practices involving initiatives that benefit society and demonstrate commitment to ethical operations.

Key Characteristics:

Table 16. CSR Characteristics

Characteristic	Description
Voluntary Nature	Beyond legal requirements, self-imposed commitments
Stakeholder Orientation	Considering impact on all stakeholders, not just shareholders
Triple Bottom Line	Focus on People, Planet, and Profit
Sustainable Practices	Long-term environmental and social sustainability
Transparency	Open reporting and accountability

CSR Areas:

- **Community Development:** Education, healthcare, and infrastructure projects
- **Environmental Protection:** Pollution control and resource conservation
- **Employee Welfare:** Fair wages, safe working conditions, skill development

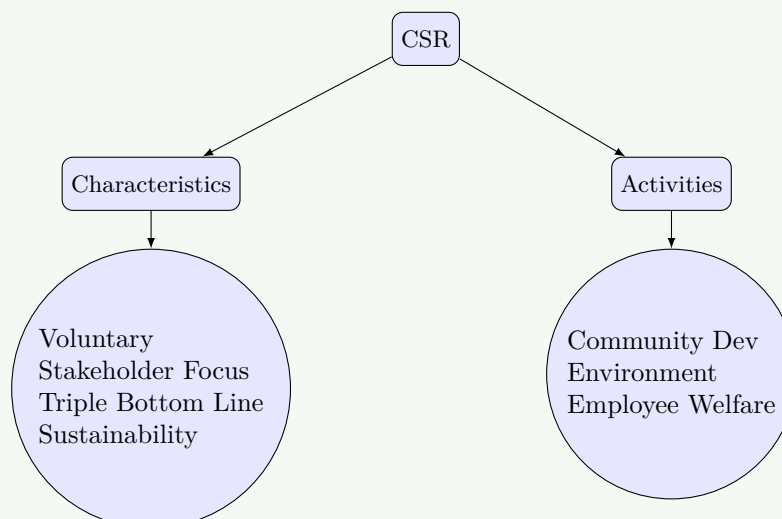


Figure 8. CSR Framework

Mnemonic

“VSTST-CEE” - Voluntary Stakeholder Triple Sustainable Transparency Community Environmental Employee”

Question 5(a) OR [3 marks]

How Return on Sales (ROS) is calculated?

Solution

ROS Formula:

$$\text{ROS} = \left(\frac{\text{Net Profit}}{\text{Net Sales}} \right) \times 100$$

Example:

- Net Sales = Rs. 5,00,000
- Net Profit = Rs. 50,000
- $\text{ROS} = (50,000/5,00,000) \times 100 = 10\%$

Mnemonic

“NSH” - Net Sales Hundred”

Question 5(b) OR [4 marks]

Show the significance of market analysis in feasibility study.

Solution

Table 17. Significance of Market Analysis

Significance	Description
Demand Forecasting	Estimating future market size and growth
Competition Assessment	Understanding competitive landscape
Pricing Strategy	Determining optimal price points
Market Segmentation	Identifying target customer groups

Mnemonic

“DCPM” - Demand Competition Pricing Market”

Question 5(c) OR [7 marks]

Explain the characteristics of ethics.

Solution

Ethics are moral principles that govern behavior and decision-making in personal and professional contexts.

Key Characteristics:

Table 18. Characteristics of Ethics

Characteristic	Description
Universal Principles	Apply across cultures and situations
Moral Standards	Based on concepts of right and wrong
Voluntary Compliance	Internal motivation rather than external force
Consequential Thinking	Considering outcomes and impacts
Stakeholder Consideration	Accounting for all affected parties

Core Values:

- **Consistency:** Ethical behavior remains constant across situations
- **Transparency:** Open and honest communication and actions
- **Accountability:** Taking responsibility for decisions and their consequences



Figure 9. Key Ethical Characteristics

Mnemonic

“UMVCSCTA” - Universal Moral Voluntary Consequential Stakeholder Consistency Transparency Accountability