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###### Seat No.: \_\_\_\_\_\_\_\_ Enrolment No.\_\_\_\_\_\_\_\_\_\_\_

# **GUJARAT TECHNOLOGICAL UNIVERSITY**

**MBA (IEV) – SEMESTER (1 / 2 / 3) – EXAMINATION – \_\_\_\_\_\_\_2022**

**Subject Code: Date: / / 2022**

**Subject Name:**

**Time: 3 hours Total Marks: 70**

**Instructions:**

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

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| --- | --- | --- | --- | --- |
| **Q. No.** | **Question Text and Description** | | **Attribute / Type** | **Marks** |
| **Q.1** | Definitions of terms with explanations **OR** short questions based on concepts of theory/practical | | Explanation of Terms /Concepts with Practical examples.  Each of 3 marks.  Attempt any 6 Questions. | **18** |
| **Q.2** | **(a)** | Detail Question | Conceptual/Theoretical question | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  | **OR** |  |  |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  |  |  |  |
| **Q.3** | **(a)** | Detail Question | Conceptual/Theoretical question | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  | **OR** |  |  |
| **Q.3** | **(a)** | Detail Question | Conceptual/Theoretical question | **07** |
|  | **(b)** | Detail Question | Question with Practical Orientation | **07** |
|  |  |  |  |  |
| **Q.4** | **(a)** | Detail Question | Based on Startup Idea/ Innovation | **07** |
|  | **(b)** | Detail Question | Implementation of Startup Idea / Innovation | **07** |
|  |  | **OR** |  |  |
| **Q.4** | **(a)** | Detail Question | Based on Startup Idea/ Innovation | **07** |
|  | **(b)** | Detail Question | Implementation of Startup Idea / Innovation | **07** |
| **Q.5** |  | **CASE STUDY:**  *(Practical / Relevant to theory)*  *Suggested Guidelines:*   * *Case Study shall not be more than 500 Words, and must be typed properly.* * *Case Study must be in line with the relevant syllabus of the subject or Case related to a Practice Oriented Theory Question.* | *Case relevant to the syllabus* ***OR*** *Case related to a Practice Oriented Theory Question.*  *Attempt 1 QUESTION OF 10 MARKS* |  |
| (a) | Question |  | **10** |
|  |  | **OR** |  |  |
|  | (a) | Question |  | **10** |

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