

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VIII (NEW) - EXAMINATION – SUMMER 2017

Subject Code: 2181923

Date: 06/05/2017

Subject Name: Entrepreneurship(Department Elective III)

Time: 10:30 AM to 01:00 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) Write a short note on Creative problem solving **07**
(b) Explain stage for drawing business plan **07**
- Q.2** (a) Discuss marketing research for new venture. **07**
(b) Write a short note on Break even analysis **07**
OR
(b) Write a short note on Contingency planning **07**
- Q.3** (a) Discuss characteristic of successful entrepreneurship. **07**
(b) States the differences between managerial vs. entrepreneurial approach. **07**
OR
- Q.3** (a) Discuss the factors impacting emergence of entrepreneurship. **07**
(b) Briefly discuss role of entrepreneurship in economic development. **07**
- Q.4** (a) Write a short note on commercial banking **07**
(b) Write a short note on Copy rights **07**
OR
- Q.4** (a) Write a short note on Trade marks **07**
(b) Write a short note on Franchising **07**
- Q.5** (a) Discuss manpower planning. **07**
(b) Discuss method of generating ideas. **07**
OR
- Q.5** (a) Write a short note on Balance sheet **07**
(b) Write a short note on Opportunity recognition **07**
