

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VIII(NEW) EXAMINATION – SUMMER 2019

Subject Code:2181923

Date:13/05/2019

Subject Name:Entrepreneurship

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) | What is entrepreneurship? | 03 |
| (b) | What environment is required to be an entrepreneur? | 04 |
| (c) | Analyze ability to innovate as key characteristics of a successful entrepreneur. Cite examples. | 07 |

- Q.2**
- | | | |
|-----|---|-----------|
| (a) | What do you mean by 'creative problem solving'? | 03 |
| (b) | What are the sources of information for business ideas? | 04 |
| (c) | What do you understand by business models? What are key components of a business model? | 07 |

OR

- | | | |
|-----|---|-----------|
| (c) | Discuss key inputs to a draft business plan. Discuss various types of business plans. | 07 |
|-----|---|-----------|
- Q.3**
- | | | |
|-----|---|-----------|
| (a) | Explain industry analysis. | 03 |
| (b) | Explain the structure of a business plan. | 04 |
| (c) | State the characteristics of entrepreneurial marketing. | 07 |

OR

- Q.3**
- | | | |
|-----|---|-----------|
| (a) | What do you mean by market feasibility? | 03 |
| (b) | Explain risk and contingences. | 04 |
| (c) | Differentiate and describe market research and market promotions. | 07 |
- Q.4**
- | | | |
|-----|--|-----------|
| (a) | Which factors help the entrepreneur to sense the business opportunities? | 03 |
| (b) | What is the necessity of inventory? | 04 |
| (c) | How to design an organizational structure? | 07 |

OR

- Q.4**
- | | | |
|-----|--|-----------|
| (a) | What are the factors that determine working capital needs? | 03 |
| (b) | Discuss new product development process. | 04 |
| (c) | How project is selected and planned? How a project is managed? Give example. | 07 |
- Q.5**
- | | | |
|-----|--|-----------|
| (a) | Explain the details of a patent application. | 03 |
| (b) | Explain the process of manpower planning. | 04 |
| (c) | Discuss why it is essential to induct specific person for specific job. Quote example of hiring of security officer. | 07 |

OR

- Q.5**
- | | | |
|-----|---|-----------|
| (a) | Explain method of job design. | 03 |
| (b) | How many types of banks are there? | 04 |
| (c) | Why an entrepreneur need exit strategy? | 07 |
