

**GUJARAT TECHNOLOGICAL UNIVERSITY**

**BE - SEMESTER-VIII (NEW) EXAMINATION – WINTER 2017**

**Subject Code: 2181923**

**Date: 15/11/2017**

**Subject Name: Entrepreneurship(Department Elective III)**

**Time:02:30 PM TO 05:00 PM**

**Total Marks: 70**

**Instructions:**

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

|     |                                                                                                                                                        | MARKS |
|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------|
| Q.1 | (a) What is entrepreneurship? Why entrepreneurship is need of time?                                                                                    | 03    |
|     | (b) Enlist important components required to start a venture.                                                                                           | 04    |
|     | (c) Discuss major issues encountered in doing business in India. Discuss steps taken by the Government recently to promote 'Make in India' initiative. | 07    |
| Q.2 | (a) List the characteristics of a successful entrepreneur.                                                                                             | 03    |
|     | (b) Give classification of businesses. Which of them are suitable to initiate as an entrepreneur?                                                      | 04    |
|     | (c) Describe entrepreneurship process. What are important factors impacting emergence of entrepreneurship.                                             | 07    |
|     | <b>OR</b>                                                                                                                                              |       |
|     | (c) What are the key factors in writing a business plan?                                                                                               | 07    |
| Q.3 | (a) Enlist important parameters of feasibility study for a business.                                                                                   | 03    |
|     | (b) Describe elements of a business project report for raising finance.                                                                                | 04    |
|     | (c) Define a business model. Explain various components of a business model.                                                                           | 07    |
|     | <b>OR</b>                                                                                                                                              |       |
| Q.3 | (a) Why market research is essential for entrepreneurs?                                                                                                | 03    |
|     | (b) Describe steps in preparing a marketing plan.                                                                                                      | 04    |
|     | (c) Discuss product positioning, targeting, and Branding, as applied to entrepreneurial marketing.                                                     | 07    |
| Q.4 | (a) Why manpower planning is important in entrepreneurial business?                                                                                    | 03    |
|     | (b) What is balance sheet of a business? How it is helpful to an entrepreneur?                                                                         | 04    |
|     | (c) Discuss cash management and working capital management for operations and management of a business project.                                        | 07    |
|     | <b>OR</b>                                                                                                                                              |       |
| Q.4 | (a) What are finance sources for a business?                                                                                                           | 03    |
|     | (b) Compare Venture capital and Commercial bank for financing a business.                                                                              | 04    |
|     | (c) Describe the process involved to convert a viable idea into an entrepreneurship business.                                                          | 07    |
| Q.5 | (a) Give important steps in getting finance for business.                                                                                              | 03    |
|     | (b) List and explain the steps involved carrying out a product promotion campaign.                                                                     | 04    |
|     | (c) Describe corporate social responsibility in respect to entrepreneurship business.                                                                  | 07    |
|     | <b>OR</b>                                                                                                                                              |       |
| Q.5 | (a) Explain the process in buying the business.                                                                                                        | 03    |
|     | (b) How employees are motivated? Why training is to be provided?                                                                                       | 04    |
|     | (c) With reference to intellectual property; define and explain trademark and copyright.                                                               | 07    |

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