

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VIII (NEW) EXAMINATION – WINTER 2018

Subject Code: 2181923

Date: 19/11/2018

Subject Name: Entrepreneurship

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)	Explain Methods of generating new ideas.	04
	(c)	Explain: Creating problems solving method.	07
Q.2	(a)	List the characteristics of a successful entrepreneur.	03
	(b)	What is the managerial approach? explain	04
	(c)	Write a short note on Break even analysis.	07
OR			
	(c)	Discuss knowledge and skills required for successful entrepreneur.	07
Q.3	(a)	Explain operational feasibility.	03
	(b)	Discuss environmental scanning.	04
	(c)	Define a business model. Explain various components of a business model.	07
OR			
Q.3	(a)	Enlist importance parameters of feasibility study for a business.	03
	(b)	Describe steps in preparing a marketing plan.	04
	(c)	Explain: Presenting a business plan to investors.	07
Q.4	(a)	Explain cash budget.	03
	(b)	Compare Venture capital and commercial bank for a financing a business.	04
	(c)	Short note on marketing research for the new venture.	07
OR			
Q.4	(a)	What are finance sources for a business?	03
	(b)	Discuss working capital.	04
	(c)	Write a short note on Trade marks.	07
Q.5	(a)	Explain the process in buying the business.	03
	(b)	List and explain the steps involved carrying out a product promotion campaign.	04
	(c)	With reference to intellectual property: Define and explain patent and copyright.	07
OR			
Q.5	(a)	Explain Trade Secrets.	03
	(b)	How employee are motivated? Why training is to be provided?	04
	(c)	Write a short note on balance sheet.	07
