

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

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

Subject Code: 2181923

Date: 02/05/2018

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.

	MARKS
Q.1 (a) Define Entrepreneur and Entrepreneurship.	03
(b) Discuss opportunity recognition.	04
(c) Write a short note on break even analysis.	07
Q.2 (a) List out characteristic of successful entrepreneurs.	03
(b) What is the managerial approach? explain	04
(c) Discuss role of entrepreneur in economic development.	07
OR	
(c) Discuss knowledge and skills required for successful entrepreneur.	07
Q.3 (a) Explain operational feasibility.	03
(b) What do you mean by creative problem solving?	04
(c) Short note -preparing project report.	07
OR	
Q.3 (a) Explain market feasibility.	03
(b) Discuss environmental scanning.	04
(c) Short note- presenting a business plan to investors.	07
Q.4 (a) Explain contingency planning.	03
(b) Discuss working capital.	04
(c) Short note on job design.	07
OR	
Q.4 (a) Explain cash budget.	03
(b) Prepare Performa for the balance sheet.	04
(c) Short note on marketing research for the new venture.	07
Q.5 (a) Discuss debt or equity financing.	03
(b) Explain trademarks.	04
(c) Short note on licensing.	07
OR	
Q.5 (a) List out financial institutions supporting entrepreneurs.	03
(b) Explain copy rights.	04
(c) Short note on venture capital.	07
