

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-V (NEW) EXAMINATION – SUMMER 2019****Subject Code: 2151501****Date: 20/06/2019****Subject Name: Entrepreneurship Development & Productivity Engineering****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.

		<b>MARKS</b>
<b>Q.1</b>	(a) Differentiate the terms - 'Production' and 'Productivity'.	<b>03</b>
	(b) How will you measure the productivity of labour ?	<b>04</b>
	(c) How creativity play an important role for success of any entrepreneur ?	<b>07</b>
<b>Q.2</b>	(a) What do mean by a business plan ?	<b>03</b>
	(b) Discuss guidelines for preparing an effective business plan.	<b>04</b>
	(c) Discuss labour productivity as a key concern in Indian context to improve manufacturing productivity.	<b>07</b>
<b>OR</b>		
	(c) Discuss "Funding of financial needs of Entrepreneurs".	<b>07</b>
<b>Q.3</b>	(a) What is 'Agricultural productivity'?.	<b>03</b>
	(b) How 'Agricultural productivity' can be improved in India.	<b>04</b>
	(c) Who are the two giants of I.E. field ? What was their contribution in increasing productivity ?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Who is entrepreneur ?	<b>03</b>
	(b) What is linkage between entrepreneurship and economic development?	<b>04</b>
	(c) Criticize : It is small enterprises which shape the national economy.	<b>07</b>
<b>Q.4</b>	(a) Why 'no risk' situation should be avoided by an entrepreneur ?	<b>03</b>
	(b) Which are the main blocks to creativity?	<b>04</b>
	(c) Discuss main areas of Indian work system where you think productivity improvement can help in bringing about change.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) What are the main characteristics of successful entrepreneurs?	<b>03</b>
	(b) Explain in short how government policies affect the entrepreneurial growth.	<b>04</b>
	(c) Analyze ability to innovate as key characteristics of a successful entrepreneur. Cite examples.	<b>07</b>
<b>Q.5</b>	(a) "Productivity is an attitude of mind" – Explain	<b>03</b>
	(b) Discuss in short: the role of trade unions in productivity.	<b>04</b>
	(c) Discuss with examples: Hindrances to productivity growth.	<b>07</b>
<b>OR</b>		
<b>Q.5</b>	(a) Explain in short: Wage-price spiral.	<b>03</b>
	(b) Write short note on 'National Productivity Council'.	<b>04</b>
	(c) Explain the role of an Industrial Engineer in a drive for high productivity in an organization.	<b>07</b>

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