

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VIII (NEW) EXAMINATION – SUMMER 2021****Subject Code:2181923****Date:04/08/2021****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.

		<b>MARKS</b>
<b>Q.1</b>	(a) List the characteristics of a successful entrepreneur.	<b>03</b>
	(b) Differentiate between Entrepreneurial approach and Managerial approach.	<b>04</b>
	(c) Explain entrepreneurship process. What are important factors impacting emergence of entrepreneurship.	<b>07</b>
<b>Q.2</b>	(a) List out financial institutions supporting entrepreneurs.	<b>03</b>
	(b) Write a short note on Trade marks.	<b>04</b>
	(c) Discuss role of entrepreneur in economic development.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(c) Explain: Presenting a business plan to investors.	<b>07</b>
	(a) What do you mean by Market Feasibility ?	<b>03</b>
	(b) Describe elements of a business project report for raising finance.	<b>04</b>
	(c) Define a business model. Explain various components of a business model.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Discuss Financial Feasibility in brief.	<b>03</b>
	(b) What do you understand by environmental scanning? Discuss it along with its advantages.	<b>04</b>
	(c) Explain various methods of Generating New Business Idea.	<b>07</b>
<b>Q.4</b>	(a) Discuss Debt or Equity Financing.	<b>03</b>
	(b) Discuss opportunity recognition in details.	<b>04</b>
	(c) Write a short note on licensing.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Explain method of job design.	<b>03</b>
	(b) Explain industry analysis.	<b>04</b>
	(c) With reference to intellectual property: Define and explain patent and copyright.	<b>07</b>
<b>Q.5</b>	(a) What are the factors that determine working capital needs ?	<b>03</b>
	(b) Why contingency plan is necessary? Discuss different types of contingency plans.	<b>04</b>
	(c) Discuss about 'Break Even Analysis'. How it is useful to the entrepreneur?	<b>07</b>
<b>OR</b>		
<b>Q.5</b>	(a) Why market research is essential for entrepreneurs ?	<b>03</b>
	(b) Prepare Performa for the balance sheet.	<b>04</b>
	(c) Discuss step by step procedure of man power planning.	<b>07</b>

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