

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VIII (NEW) EXAMINATION – SUMMER 2022****Subject Code:2181923****Date:02/06/2022****Subject Name:Entrepreneurship****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.
4. Simple and non-programmable scientific calculators are allowed.

**MARKS**

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|------------|---|-----------|
| <b>Q.1</b> | (a) Define entrepreneurship? Why entrepreneurship is need of time?                    | <b>03</b> |
|            | (b) Explain role of entrepreneur in Economic development.                             | <b>04</b> |
|            | (c) Explain: Creating problems solving method.  | <b>07</b> |
| <b>Q.2</b> | (a) Explain operational feasibility.  | <b>03</b> |
|            | (b) Discuss environmental scanning.   | <b>04</b> |
|            | (c) Define a business model. Explain various components of a business model.          | <b>07</b> |
|            | <b>OR</b>   |           |
|            | (c) Discuss knowledge and skills required for successful entrepreneur.                | <b>07</b> |
| <b>Q.3</b> | (a) List the characteristics of a successful entrepreneur.                            | <b>03</b> |
|            | (b) What is the managerial approach? explain  | <b>04</b> |
|            | (c) Write a short note on Break even analysis.  | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.3</b> | (a) Explain cash budget.  | <b>03</b> |
|            | (b) Compare Venture capital and commercial bank for a financing a business.           | <b>04</b> |
|            | (c) Short note on marketing research for the new venture.                             | <b>07</b> |
| <b>Q.4</b> | (a) Enlist importance parameters of feasibility study for a business.                 | <b>03</b> |
|            | (b) Describe steps in preparing a marketing plan.                                     | <b>04</b> |
|            | (c) Explain: Presenting a business plan to investors.                                 | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.4</b> | (a) What are finance sources for a business?  | <b>03</b> |
|            | (b) Discuss working capital.  | <b>04</b> |
|            | (c) Write a short note on Trade marks.  | <b>07</b> |
| <b>Q.5</b> | (a) Explain Trade Secrets.  | <b>03</b> |
|            | (b) How employees are motivated? Why training is to be provided?                      | <b>04</b> |
|            | (c) Write a short note on balance sheet.  | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.5</b> | (a) Explain the process in buying the business.                                       | <b>03</b> |
|            | (b) List and explain the steps involved carrying out a product promotion campaign     | <b>04</b> |
|            | (c) With reference to intellectual property: Define and explain patent and copyright. | <b>07</b> |

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