

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 |
