

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- SEMESTER-VIII (NEW) EXAMINATION – WINTER 2020****Subject Code:2181923****Date:21/01/2021****Subject Name:Entrepreneurship****Time:02:00 PM TO 04:00 PM****Total Marks: 56****Instructions:**

1. Attempt any FOUR questions out of EIGHT questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- | | | |
|------------|--|-----------|
| Q.1 | (a) Describe how entrepreneurship is need of time for India. | 03 |
| | (b) What are the characteristics of a successful entrepreneur? | 04 |
| | (c) Describe the process involved to convert a viable idea into an entrepreneurship business. | 07 |
| Q.2 | (a) What do you mean by ‘creative problem solving’? | 03 |
| | (b) Compare managerial vs. entrepreneurial approach in a business. | 04 |
| | (c) What do you understand by business models? What are key components of a business model? | 07 |
| Q.3 | (a) Explain technical feasibility of business idea. | 03 |
| | (b) Describe importance of environmental scanning. | 04 |
| | (c) Describe a typical business plan including all essential features. | 07 |
| Q.4 | (a) Compare technical feasibility and commercial feasibility. | 03 |
| | (b) Discuss steps in environmental scanning for business feasibility. | 04 |
| | (c) Explain in detail Creative Problem Solving in developing a business idea. | 07 |
| Q.5 | (a) Write important components of a project report. | 03 |
| | (b) What are important phases of market research? | 04 |
| | (c) Write short note of contingency planning. | 07 |
| Q.6 | (a) How employees are motivated? Why training is to be provided? | 03 |
| | (b) What is difference between Trademarks, Copy right and Patent? | 04 |
| | (c) Describe ‘Franchising a business’ in details with legal processes involved. | 07 |
| Q.7 | (a) What do you understand by licensing and franching? | 03 |
| | (b) Write a short note on a break even analysis. | 04 |
| | (c) Write steps in sourcing finance for the business. Compare finance from commercial bank with venture capital. | 07 |
| Q.8 | (a) State typical forms of ownership | 03 |
| | (b) Explain manpower planning and job specifications. | 04 |
| | (c) Why businesses need financial planning? Describe Cash flow planning for a business in details. | 07 |
