

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VIII - EXAMINATION – SUMMER 2020****Subject Code: 2181923****Date: 26/10/2020****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.

- Q.1** (a) Define 'Entrepreneurship'. Describe its characteristics. **03**
(b) "Without vision, the people perish. Without entrepreneurship, the economy and business stagnate". Discuss the statement. **04**
(c) Discuss the role of entrepreneurship in economic development of a country **07**

- Q.2** (a) What have been the main barriers for the growth in entrepreneurship? **03**
(b) Entrepreneur is a 'Captain of Industry' and 'Economic Leader' of the society. Elucidate. **04**
(c) (i) Distinguish between Entrepreneur and Entrepreneurship. **07**
(ii) Compare : Entrepreneur vs. Administrator

OR

- (c) What is Business Planning? Explain the process of business planning by relating it with real life examples considering any organization of your choice. **07**

- Q.3** (a) Explain the difference and similarities between Intrapreneur and Entrepreneur. **03**
(b) What are the objectives of preparing business plan **04**
(c) Describe the methods of project appraisal **07**

OR

- Q.3** (a) Define business start up process **03**
(b) Discuss the types of environmental analysis **04**
(c) What are the contents of a project report? Prepare a project report for starting a small scale soap manufacturing unit. **07**

- Q.4** (a) What is purpose of cash budget? **03**
(b) Discuss the role played by different financial sectors in the development of Entrepreneurship. **04**
(c) What is effect of marketing plan? Which steps in preparing marketing plan required **07**

OR

- Q.4** (a) How to Prepare and Analyze a Balance Sheet **03**
(b) Describe all methodology of Marketing in details. **04**
(c) What is feasibility analysis and describe check list for feasible report. **07**

- Q.5** (a) What is Break even analysis explain in detail **03**
(b) What is intellectual property? Explain its importance. **04**
(c) What is Franchising? Explain in details. **07**

OR

- Q.5** (a) What is venture capital? Explain in details. **03**
(b) Write short notes on: Trademark **04**

- (c) Best Electronics Ltd. are the manufacturers of 'Air Conditioners' and 'Air Purifiers'. Their fixed costs are Rs.32,00,000 per year. The sales price and variable cost per unit of 'Air conditioners' and 'Air purifiers' are given below:

	Air Conditioners	Air Purifiers
Sales Price	20,000	5,000
Variable cost	15,000	3,000

During the year the company could sell 1000 Air conditioners and 1500 Air purifiers and could not break even. The Air conditioners and Air purifiers were sold in the proportion of 2:3 throughout the year. Calculate break even in units as well as in rupees.

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