

# 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 franchising? **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**

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