

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER– IV (New) EXAMINATION – WINTER 2019****Subject Code: 2142303****Date: 14/12/2019****Subject Name: Entrepreneurship And Creativity in Plastic Engineering****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.

**MARKS**

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|------------|---|-----------|
| <b>Q.1</b> | (a) What is family business?  | <b>03</b> |
|            | (b) Explain the concept of entrepreneur.  | <b>04</b> |
|            | (c) Characteristics of successful Entrepreneur-Explain.   | <b>07</b> |
| <b>Q.2</b> | (a) What is a business idea?  | <b>03</b> |
|            | (b) Why do entrepreneurs fail? Explain briefly.   | <b>04</b> |
|            | (c) Explain the Distinction between Entrepreneur & Manager.   | <b>07</b> |
|            | <b>OR</b>   |           |
|            | (c) Write a case study on “ <b>RATAN TATA</b> ” : Ethical Leadership  | <b>07</b> |
| <b>Q.3</b> | (a) List the qualities a woman entrepreneur should possess.   | <b>03</b> |
|            | (b) What are the problems of women entrepreneurs in India?  | <b>04</b> |
|            | (c) Write the points of difference between male v/s female entrepreneurs.   | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.3</b> | (a) What is entrepreneurship?   | <b>03</b> |
|            | (b) Write a short note on SISI.   | <b>04</b> |
|            | (c) Give a comparison of Traditional Manager, Interpreneur and Entrepreneur.  | <b>07</b> |
| <b>Q.4</b> | (a) List four entrepreneurial pitfalls or failures given by Peter Drucker.  | <b>03</b> |
|            | (b) Explain how to develop women entrepreneurs.   | <b>04</b> |
|            | (c) Write case study on “ <b>Elon musk</b> ” : Revolutionary Entrepreneur, also founder of TESLA and SPACEX   | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.4</b> | (a) What does acronym SWOT stand for?   | <b>03</b> |
|            | (b) Explain in brief International Entrepreneurship Opportunities   | <b>04</b> |
|            | (c) Write the steps for making Technical, Financial and Market Feasibility Report for starting a small scale business.                                | <b>07</b> |
| <b>Q.5</b> | (a) How is creativity related with entrepreneurship?  | <b>03</b> |
|            | (b) Role of Central Government and State Government in promoting Entrepreneurship.  | <b>04</b> |
|            | (c) What is E- Commerce? Explain it in context of PAYTM e-wallet.   | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.5</b> | (a) What do you understand by subsidies?  | <b>03</b> |
|            | (b) Write a short note on Venture Capital Funding   | <b>04</b> |
|            | (c) Explain the contribution of various commercial banks & financial institutions like IDBI, ICICI, SIDBI & SFC's in development of entrepreneurship. | <b>07</b> |

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