

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER– VIII (New) EXAMINATION – WINTER 2019****Subject Code: 2181923****Date: 25/11/2019****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) 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) Give essential steps in preparing a marketing plan. **03**
(b) Compare managerial vs. entrepreneurial approach in a business. **04**
(c) Explain importance of market research while starting a venture. **07**
Write steps of market research.

OR

- (c) Discuss opportunities, challenges for starting a new venture in India. **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**

OR

- Q.3** (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.4 (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**

OR

- Q.4** (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.5 (a) What is Break even analysis? **03**
(b) Explain organization structure for a small scale service industry. **04**
(c) Write steps in sourcing finance for the business. Compare finance from commercial bank with venture capital. **07**

OR

- Q.5** (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**
