

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VIII(NEW) EXAMINATION – SUMMER 2019****Subject Code:2181923****Date:13/05/2019****Subject Name:Entrepreneurship****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..

- Q.1** (a) What is entrepreneurship? **03**  
(b) What environment is required to be an entrepreneur? **04**  
(c) Analyze ability to innovate as key characteristics of a successful entrepreneur. Cite examples. **07**

- Q.2** (a) What do you mean by 'creative problem solving'? **03**  
(b) What are the sources of information for business ideas? **04**  
(c) What do you understand by business models? What are key components of a business model? **07**

**OR**

- (c) Discuss key inputs to a draft business plan. Discuss various types of business plans. **07**
- Q.3** (a) Explain industry analysis. **03**  
(b) Explain the structure of a business plan. **04**  
(c) State the characteristics of entrepreneurial marketing. **07**

**OR**

- Q.3** (a) What do you mean by market feasibility? **03**  
(b) Explain risk and contingences. **04**  
(c) Differentiate and describe market research and market promotions. **07**
- Q.4** (a) Which factors help the entrepreneur to sense the business opportunities? **03**  
(b) What is the necessity of inventory? **04**  
(c) How to design an organizational structure? **07**

**OR**

- Q.4** (a) What are the factors that determine working capital needs? **03**  
(b) Discuss new product development process. **04**  
(c) How project is selected and planned? How a project is managed? Give example. **07**
- Q.5** (a) Explain the details of a patent application. **03**  
(b) Explain the process of manpower planning. **04**  
(c) Discuss why it is essential to induct specific person for specific job. Quote example of hiring of security officer. **07**

**OR**

- Q.5** (a) Explain method of job design. **03**  
(b) How many types of banks are there? **04**  
(c) Why an entrepreneur need exit strategy? **07**

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