

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VIII (NEW) EXAMINATION – WINTER 2018****Subject Code: 2181923****Date: 19/11/2018****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.

			<b>MARKS</b>
<b>Q.1</b>	(a)	What is entrepreneurship? Why entrepreneurship is need of time?	<b>03</b>
	(b)	Explain Methods of generating new ideas.	<b>04</b>
	(c)	Explain: Creating problems solving method.	<b>07</b>
<b>Q.2</b>	(a)	List the characteristics of a successful entrepreneur.	<b>03</b>
	(b)	What is the managerial approach? explain	<b>04</b>
	(c)	Write a short note on Break even analysis.	<b>07</b>
<b>OR</b>			
	(c)	Discuss knowledge and skills required for successful entrepreneur.	<b>07</b>
<b>Q.3</b>	(a)	Explain operational feasibility.	<b>03</b>
	(b)	Discuss environmental scanning.	<b>04</b>
	(c)	Define a business model. Explain various components of a business model.	<b>07</b>
<b>OR</b>			
<b>Q.3</b>	(a)	Enlist importance parameters of feasibility study for a business.	<b>03</b>
	(b)	Describe steps in preparing a marketing plan.	<b>04</b>
	(c)	Explain: Presenting a business plan to investors.	<b>07</b>
<b>Q.4</b>	(a)	Explain cash budget.	<b>03</b>
	(b)	Compare Venture capital and commercial bank for a financing a business.	<b>04</b>
	(c)	Short note on marketing research for the new venture.	<b>07</b>
<b>OR</b>			
<b>Q.4</b>	(a)	What are finance sources for a business?	<b>03</b>
	(b)	Discuss working capital.	<b>04</b>
	(c)	Write a short note on Trade marks.	<b>07</b>
<b>Q.5</b>	(a)	Explain the process in buying the business.	<b>03</b>
	(b)	List and explain the steps involved carrying out a product promotion campaign.	<b>04</b>
	(c)	With reference to intellectual property: Define and explain patent and copyright.	<b>07</b>
<b>OR</b>			
<b>Q.5</b>	(a)	Explain Trade Secrets.	<b>03</b>
	(b)	How employee are motivated? Why training is to be provided?	<b>04</b>
	(c)	Write a short note on balance sheet.	<b>07</b>

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