

GUJARAT TECHNOLOGICAL UNIVERSITY**BE – SEMESTER- VIII EXAMINATION-SUMMER 2023****Subject Code: 2181923****Date: 28/06/2023****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.
4. Simple and non-programmable scientific calculators are allowed.

MARKS

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|------------|--|-----------|
| Q.1 | (a) Explain why Entrepreneurship is need of the hour in India. | 03 |
| | (b) Define Innovation and Invention. | 04 |
| | (c) Differentiate between Patent, copyright and trademark. | 07 |
| Q.2 | (a) Give important steps in getting finance for business. | 03 |
| | (b) What are the characteristics of a successful entrepreneur? | 04 |
| | (c) Write short note on: Contingency Planning | 07 |
| | OR | |
| | (c) Write short note on: Feasibility Analysis | 07 |
| Q.3 | (a) Write a short note on: Balance sheet | 03 |
| | (b) Differentiate between Managers, Entrepreneurs and Intrapreneurs. | 04 |
| | (c) List down the various skills of an entrepreneur. | 07 |
| | OR | |
| Q.3 | (a) What are the various sources of finance? | 03 |
| | (b) Explain different types of ownerships. | 04 |
| | (c) What are the various creative problem solving techniques? Explain any one in detail. | 07 |
| Q.4 | (a) Explain debt financing. | 03 |
| | (b) Explain organization structure for a small-scale service industry. | 04 |
| | (c) Describe the process involved to convert a viable idea into an entrepreneurship business. | 07 |
| | OR | |
| Q.4 | (a) Draw a neat sketch of Technological Product Life Cycle. | 03 |
| | (b) Define entrepreneur and entrepreneurship. | 04 |
| | (c) Explain importance of market research while starting a venture. Write steps of market research. | 07 |
| Q.5 | (a) List down techniques for idea generation | 03 |
| | (b) Explain working capital and venture capital in financial plans. | 04 |
| | (c) Give essential steps in preparing a marketing plan. | 07 |
| | OR | |
| Q.5 | (a) What are important phases of market research? | 03 |
| | (b) List and explain the steps involved carrying out a product promotion campaign. | 04 |
| | (c) Write down the steps in preparing a Business Plan. | 07 |
