

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2023****Subject Code:3162011****Date:10-07-2023****Subject Name:Entrepreneurship Development****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.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Define the terms (1) Entrepreneur and (2) Entrepreneurship	03
	(b) Write down characteristics of a successful Entrepreneur.	04
	(c) Discuss steps involved in setting up a business.	07
Q.2	(a) Enlist Good qualities of an entrepreneur.	03
	(b) Explain in brief scope and philosophy of entrepreneurship.	04
	(c) Write note on New product development procedure.	07
	OR	
	(c) Which criteria are considered for place selection for setting up a new industry?	07
Q.3	(a) Explain Product life cycle with a suitable diagram.	03
	(b) Discuss the needs of Finance in the business.	04
	(c) Explain the followings : (1) JIT (2) MRP	07
	OR	
Q.3	(a) Define the following terms with suitable example : (1) Creativity and (2) Innovation	03
	(b) What do you mean by Licensing and Franchising?	04
	(c) Briefly discuss the contribution of support agencies for MSME.	07
Q.4	(a) Critically compare Entrepreneur with Manager.	03
	(b) Explain Venture capital in detail.	04
	(c) Explain detailed classification of sources of Finance.	07
	OR	
Q.4	(a) What do you mean by Breakeven point?	03
	(b) What is the importance of team building in an entrepreneurship?	04
	(c) Write note on “Brief overview of Project planning”.	07
Q.5	(a) Explain in brief Importance and methods of cost control.	03
	(b) What do you understand by the term Intellectual property rights?	04
	(c) Explain the following terms briefly. (1) Patents (2) Trademarks (3) Copy rights (4) Trade secrets	07
	OR	
Q.5	(a) Critically explain the concept of risk in the context of enterprise.	03
	(b) How decisions are made under risk?	04
	(c) Discuss in brief SWOT analysis.	07
