

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VIII (NEW) EXAMINATION – SUMMER 2024****Subject Code:2181923****Date:21-05-2024****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.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) What is entrepreneurship?	03
	(b) What are the characteristics of a successful entrepreneur?	04
	(c) Write a short note on break even analysis.	07
Q.2	(a) What do you mean by ‘creative problem solving’?	03
	(b) Compare managerial vs. entrepreneurial approach in a business.	04
	(c) Write short note on Opportunity recognition.	07
	OR	
	(c) Explain industry analysis.	07
Q.3	(a) Explain operational feasibility.	03
	(b) What do you mean by market feasibility?	04
	(c) Explain presenting a business plan to investor.	07
	OR	
Q.3	(a) Explain risk and contingences.	03
	(b) Explain financial feasibility.	04
	(c) Discuss key inputs to a draft business plan. Discuss various types of business plans.	07
Q.4	(a) How employees are motivated? Why training is to be provided?	03
	(b) Discuss new product development process.	04
	(c) Explain importance of market research while starting a venture. Write steps of market research.	07
	OR	
Q.4	(a) What is Patent?	03
	(b) What is Job Design?	04
	(c) How to design an organizational structure?	07
Q.5	(a) Discuss working capital.	03
	(b) Explain Trade mark.	04
	(c) Write short note on Licensing	07
	OR	
Q.5	(a) Discuss debt or equity financing.	03
	(b) Explain Copy rights.	04
	(c) Write short note on balance sheet.	07
