

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2024

Subject Code:3162011

Date:20-05-2024

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.

- Q.1**
- (a) What is risk management? What are the sources of risk in an enterprise? **03**
- (b) Explain the strategies to be adopted during the maturity and decline stage of a product life cycle. **04**
- (c) Define: Entrepreneur, Entrepreneurship and Enterprise giving suitable examples. **07**

- Q.2**
- (a) Explain the new product categories with a suitable example for each category. **03**
- (b) What is a Detailed Project Report (DPR)? Explain. **04**
- (c) Explain (a) Social entrepreneurship (b) Innovative entrepreneurship with examples. **07**

OR

- (c) Explain (a) Hustler entrepreneurship (b) Imitator entrepreneurship with examples. **07**

- Q.3**
- (a) Explain the steps of the new product development process in brief. **03**
- (b) Differentiate between ancillary unit and tiny unit giving examples. **04**
- (c) What are the qualities of an entrepreneur? Explain any two important qualities. **07**

OR

- Q.3**
- (a) Explain MRP. **03**
- (b) How Micro, Small and Medium industries are classified? **04**
- (c) State the advantages of registration of enterprise. **07**

- Q.4**
- (a) Explain JIT. **03**
- (b) Explain licensing giving example. **04**
- (c) What are the national level support agencies for an enterprise? Discuss the functions of any two such agencies. **07**

OR

- Q.4**
- (a) Briefly discuss the importance of material handling and its relevance with facility location. **03**
- (b) Explain Franchising giving suitable examples. **04**
- (c) What are the state level support agencies for an enterprise? Discuss the functions of any two such agencies. **07**

- Q.5**
- (a) What is Return on Investment? Explain giving example. **03**
- (b) What is Intellectual Property Right (IPR)? Explain giving examples. **04**
- (c) Explain SWOT analysis giving suitable example. **07**

OR

- Q.5**
- (a) Explain copy rights and trademarks giving examples. **03**
- (b) What are the sources of finance? Explain any two. **04**
- (c) Explain the decision tree method for reduction of risk with suitable example. **07**