

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – WINTER 2023****Subject Code:3162011****Date:07-12-2023****Subject Name:Entrepreneurship Development****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
Q.1	(a) Define entrepreneurship.	03
	(b) Briefly discuss the importance of material handling and its relevance with facility location.	04
	(c) Explain SWOT analysis.	07
Q.2	(a) Explain technical feasibility of business idea.	03
	(b) Explain about the contents and formulation of project report.	04
	(c) Discuss opportunities, challenges for starting a new venture in India.	07
	OR	
	(c) Classify the fund requirement based on different criteria.	07
Q.3	(a) Differentiate between Entrepreneur and Manager.	03
	(b) Write a short note on Franchising.	04
	(c) Briefly discuss the role of financial institutions for financing for the business: (i) IIBI (ii) EXIM Bank (iii) NABARD.	07
	OR	
Q.3	(a) What is a business plan? Explain.	03
	(b) Briefly discuss the methods of cost control and importance.	04
	(c) Explain importance of market research while starting a venture. Write steps of market research.	07
Q.4	(a) State typical forms of ownership.	03
	(b) What is difference between Trademarks, Copy right and Patent?	04
	(c) Why businesses need financial planning? Describe Cash flow planning for a business in details.	07
	OR	
Q.4	(a) What are the salient features of New Small Enterprise Policy?	03
	(b) Discuss about Venture Capital.	04
	(c) What is Techno Economic feasibility? Explain giving example.	07
Q.5	(a) What you meant by Project appraisal?	03
	(b) Write a short note on Intellectual property rights.	04
	(c) Short note- presenting a business plan to investors.	07
	OR	
Q.5	(a) Give comparative characteristics of equity and debt.	03
	(b) What is Licensing? Explain in brief.	04
	(c) Explain the role of entrepreneur in economic development.	07
