

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VIII EXAMINATION – SUMMER 2016****Subject Code:182505****Date:16/05/2016****Subject Name:Entrepreneurship( Department Elective II)****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.

- Q.1** (a) Describe types and components of a business model. **07**
- (b) Describe different types of business plan. How it can be written? **07**
- Q.2** (a) Differentiate business incubation and business clusters. **07**
- (b) What are the challenges in buying a business? Describe the process of buying a business. **07**
- OR**
- (b) Why businesses need to start? Give reasons. **07**
- Q.3** (a) Write short note on marketing plan. Explain risk and contingences. **07**
- (b) Describe purchasing process in an industry. What is the necessity of inventory? **07**
- OR**
- Q.3** (a) How project is selected and planned? How a project is managed? Give example. **07**
- (b) How interviews are conducted? Which are the other sources of selecting suitable candidates? **07**
- Q.4** (a) How employees are motivated? Why training is to be provided? **07**
- (b) Differentiate and describe market research and market promotions. **07**
- OR**
- Q.4** (a) Explain necessity of product development. How it is carried out? **07**
- (b) Describe entrepreneurial network business with suitable examples. **07**
- Q.5** (a) Describe financial growth based on entrepreneurship. **07**
- (b) Explain exit strategies with suitable examples. **07**
- OR**
- Q.5** (a) Describe corporate social responsibility. **07**
- (b) Describe characteristics of a social enterprise. **07**