Seat No.:	Enrolment No

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-VIII EXAMINATION - WINTER 2015

Subject Code:182505 Date: 12/12/2015 Subject Name: Entrepreneurship (Department Elective-II) Time: 2:30pm to 5:00pm Total Marks: 70 **Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) Describe influence of growing entrepreneurship and its impact in bridging 07 0.1 regional economic imbalances. (b) Analyze ability to innovate as key characteristics of a successful entrepreneur. 07 Cite examples. Discuss challenges faced by an entrepreneur in acquiring a business. Discuss 0.2 07 (a) the role of a venture capitalist for this process. (b) Discuss preservation of IPR as key issue for Indian products and designs. Take 07 an example of herbal products. OR (b) Discuss franchising vis-à-vis becoming OEM, as related to financial affairs of 07 owning a business. **07** 0.3 (a) What do you understand by business models? What are key components of a business model? (b) Discuss key inputs to a draft business plan. Discuss various types of business **07** plans. OR **Q.3** (a) Discuss cash management and working capital management for operations and **07** management of a business project. (b) Discuss why it is essential to induct specific person for specific job. Quote 07 example of hiring of security officer. Discuss how different is it to entrepreneur the new product development as 0.4 **07** against an established product development. (b) Discuss product positioning, targeting, and Branding, as applied to 07 entrepreneurial marketing. OR Discuss new product development process. Take an example of electronic **Q.4** 07 consumer goods. (b) Describe with example how benefits can be harvested through networking. 07 Take suitable example of E-Business. **Q.5** Discuss intricacies of e-commerce, as against physical retailing. Take an **07** example of any popular on-line shopping products. (b) Discuss major issues encountered in doing business in India. Discuss steps 07 taken by the Government recently to promote 'Make in India' initiative. (a) Discuss how growth of an organization can be measured through various stages. Q.5 **07** Discuss effective growth strategies as applied to entrepreneurship. (b) Discuss how you measure effectiveness of a corporate social responsibility 07 initiative (e.g. beautification initiatives in mega cities).
