

GUJARAT TECHNOLOGICAL UNIVERSITY
BE - SEMESTER-IV (New) EXAMINATION – WINTER 2015

Subject Code:2142303**Date:01/01/2016****Subject Name: Entrepreneurship & Creativity in Plastics Engineering****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.**

- Q.1** (a) Explain the importance of Environmental and Industry Analysis before starting a new venture **07**
(b) What are the methods of generating business ideas? Explain any two of them in detail. **07**

- Q.2** (a) Discuss in brief the Overall objective of course in Entrepreneurship Development **07**
(b) List the important factors that influence the Industrial Location. Discuss its effect on a) Raw material supplies and b) Transportation Facilities. **07**

OR

- (b) Write short note on ICICI bank. Give it's a) Objectives and functions and b) schemes as direct assistance and indirect assistance for small scale industrialists. **07**

- Q.3** (a) What do you understand by subsidies and incentives given to an Indian Entrepreneur? Discuss various needs for Incentives. **07**
(b) Discuss various problems that women entrepreneurs face in India. Give its solution as per your knowledge..... **07**

OR

- Q.3** (a) Write in detail about the International Opportunities for an Entrepreneur **07**
(b) List the various techniques of creativity and discuss Synectics technique in detail. **07**

- Q.4** (a) Give a comparison of Male vs. Female Entrepreneurs in detail. Give its advantages and disadvantages. **07**
(b) Give a comparison of Traditional Manager, Interpreneur and Entrepreneur. **07**

OR

- Q.4** (a) Give all details of Financial Aspects of Project Appraisal **07**
Q.4 (b) Write the steps for making Technical, Financial and Market Feasibility Report for starting a small scale business. **07**

- Q.5** (a) Write a short note on Venture Capital Funding **07**
(b) Discuss the role of "District Industries Centre" and "Entrepreneurship Institute of India" for the development of Entrepreneurs. **07**

OR

- Q.5** (a) What is E- Commerce? What are the steps taken by an entrepreneur to start **07**

an E- Business?

(b) Give a complete list of “Characteristics of Small scale entrepreneur.

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