

GUJARAT TECHNOLOGICAL UNIVERSITY
MPM – SEMESTER –7 • EXAMINATION – WINTER 2015

Subject Code: 4370201**Date: 14/12/2015****Subject Name: Entrepreneurship****Time: 02.30 PM TO 05.30 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) Which are the possible ways by which Entrepreneurs can enter in International Business? Explain **07**

(b) List down the vital traits that successful entrepreneurs may possess. Select the top 3 traits out identified traits and put them in the descending order of priority. Explain the rationale for the top three traits selected by you and their rank ordering. **07**

Q.2 (a) What are some of the most innovative companies? Explain the secret behind their innovative capability by citing examples? **07**

(b) Are you interested in someday launching a small business? If so, when? What kind of business? Describe it **07**

OR

(b) Which all are the most lucrative and Innovative Business fields in which an entrepreneur can enter in Gujarat? **07**

Q.3 (a) Explain the Followings **07**

1. Trade Mark
2. Patent
3. Copyrights
4. Geographical Indicators
5. Industrial Design
6. Design
7. International Patent

(b) Explain how IT helps to create values for customer with the reference of Value chain Model with examples. **07**

OR

Q.3 (a) 'Piracy and Privacy are the biggest issues created by the information technology'- Do you agree? Justify your answer. **07**

(b) Information technology can't really give a company a strategic advantage because most competitive advantages don't last more than a few years and soon become strategic necessities that just **07**

raise the stake of the game. Discuss

Q.4 (a) Prepare a complete Report of a Business Plan for a venture of your own choice. **07**

(b) What are the key criteria that need to be examined well while making a decision on the location of Business? **07**

OR

Q.4 (a) What is Business Plan? Discuss the outline of it. **07**

(b) It is said that traditional managers and entrepreneurs differ. Highlight the differences between traditional manager and entrepreneurs from the viewpoint of - motivation, time orientation, activity, relationship with others, and attitude towards risk, status, failures, mistakes. **07**

Q.5 (a) It is usually said that the first 100 days of the operation of a business matter the most for its failure and success. What are the key aspects that an entrepreneur needs to effectively manage during this critical period? **07**

(b) Describe any five schemes given by government for financing different enterprises. **07**

OR

Q.5 (a) Finance is life blood for every business" -Explain. Discuss available sources of finance. **07**

(b) What is a small scale industrial unit? What special incentives/ preferences are gives by the Government to SSI sector in India? **07**
