Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER–VIII • EXAMINATION – SUMMER 2013

Subject Code: 182505 **Date: 09/05/2013**

Subject Name: Entrepreneurship

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)**	What is entrepreneurship? Why there is an exponential growth of entrepreneurship in todayôs India.	**07**
	(b)	What are the sources of new business idea? How they should be analyzed? Also write a note on pre-selection process.	**07**
Q.2	**(a)**	What are the major issues in doing business in India?	**07**
	(b)	What is IPR and what are the laws relating to IPR in India?	**07**
		OR	
	(b)	What types of entrepreneurial business support is provided by government in India.	**07**
Q.3	**(a)**	What are the challenges in buying business in India? How to value the business and negotiate for the purchase of the business?	**07**
	(b)	What are the types of business models and what is business model innovation?	**07**
		OR	
Q.3	**(a)**	What are the key factors in writing a business plan?	**07**
	(b)	What are the various ways to finance the small business?	**07**
Q.4	**(a)**	Write a note on purchase process and managing inventory.	**07**
	(b)	What are the features of entrepreneurial marketing?	**07**
		OR	
Q.4	**(a)**	Explain the terms branding, positioning & targeting and pricing.	**07**
	(b)	What id NPD? What is the process of NPD? What is the need of NPD?	**07**
Q.5	**(a)**	With the growth of entrepreneurial business how to exit and prepare for the bigger business role?	**07**
	(b)	What is corporate social responsibility? What are its dimensions and how it can be evaluated?	**07**
		OR	
Q.5	**(a)**	How to recruit employee in an entrepreneurial business unit?	**07**
	(b)	What is the role of E-business and networking in entrepreneurship?	**07**

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