Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

## BE - SEMESTER-VIII • EXAMINATION – SUMMER 2014

Subject Code: 182505  Subject Name: Entrepreneurship  Time: 10:30 am TO 01:00 pm  Instructions:  Date: 27-05-  Total Mark		Name: Entrepreneurship	Date: 27-05-2014	
		70		
ms		Attempt all questions.  Make suitable assumptions wherever necessary.		
Q.1	(a)	What is entrepreneurship? What environment is required to be an entrepreneur? What are the skill set required to be an entrepreneur?	14	
Q.2	(a) (b)	How a business idea can be conceived? Write a note on IPR in India.  OR	07 07	
	<b>(b)</b>	Explain the process in buying the business.	07	
Q.3	(a) (b)	Explain different types of business plan and business model.  Explain the importance of Inventory and Cash in business.  OR	07 07	
Q.3	(a) (b)	What is the recruitment process of an employee? Write a note on process of purchase and managing inventory.	07 07	
Q.4	(a) (b)	What is the importance of entrepreneurial marketing?  Differentiate positioning of entrepreneurial and non- entrepreneurial product.  OR	07 07	
Q.4	(a)	What is the process of NPD and barriers of NPD?	07	
	<b>(b)</b>	What are the benefits of E-business in entrepreneurship?	07	
Q.5	(a)	How the globalization helped the entrepreneurship?	07	
	<b>(b)</b>	What is the necessity of exit from entrepreneurial business?  OR	07	
Q.5	(a) (b)	What is corporate social responsibility? What is the role of government in CSR? Cite various reasons for Entrepreneurial failure.	07 07	

\*\*\*\*\*