## **GUJARAT TECHNOLOGICAL UNIVERSITY** BE - SEMESTER-VIII • EXAMINATION – SUMMER • 2015

	•	t Code: 182505 Date: 05/05/20 t Name: Entrepreneurship	Date: 05/05/2015	
Time: 10.30am-01.00pm Total Ma Instructions: 1. Attempt all questions.		rks: 70		
	2. 3.	Make suitable assumptions wherever necessary.		
Q.1	(a) (b)	What should be the characteristic of an entrepreneur? How to develop a new business idea? What are its recourses?	07 07	
Q.2	(a) (b)	Define and explain trademark and copyright. How political scenario can do an Entrepreneurial Support? OR	07 07	
	<b>(b</b> )	Buying a business and developing a new business: Compare.	07	
Q.3	(a) (b)	What is venture capital investment? What are main its main characteristics? What are various types of business models? <b>OR</b>	07 07	
Q.3	(a) (b)	Write a short note on domain name and web hosting What is NPD? How customer can be involved in that?	07 07	
Q.4	(a) (b)	How branding and advertising is important aspect of selling a product? What is the role of HR in an industry?	07 07	
Q.4	(a) (b)	<b>OR</b> Write a short note on Inventory Management. How does a business growth strategy work?	07 07	
Q.5	(a) (b)	Why an entrepreneur need exit strategy? Define C.S.R. Compare Indian Entrepreneur with USA Entrepreneur in that aspect.	07 07	
Q.5	(a) (b)	<b>OR</b> Define Ethics. How one can make business ethical? How to build traffic on your website?	07 07	

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