Seat No.:	Enrolment No.

GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER- IV(NEW) EXAMINATION - SUMMER 2015

•		Code: 2142303 Date:03/06/2015	
•		lame: Entrepreneurship and Creativity in Plastics Engineering 30am-1.00pm Total Marks: 70	
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		tempt all questions.	
		ake suitable assumptions wherever necessary.	
		gures to the right indicate full marks.	
Q.1	(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
Q.2	(a) (b)	Write overall objective for the course in Entrepreneurship Development Write short notes on (a) Types of skills required for an Entrepreneur (b) Top 10 factors that could trigger the workers to act unethically and illegally. OR	07 07
	(b)	Write in detail about the International Opportunities for an Entrepreneur	07
Q.3	(a)	With the help of Block diagram explain the complete Entrepreneurship Process in detail	07
	(b)	With a neat sketch explain the Social, Political, and Economic Context of the Entrepreneurial Process	07
	(a)	OR What do you understand by subsidies and incentives given to an Indian Entrepreneur? Discuss various needs for Incentives.	07
	(b)	Explain the 10 myths of Entrepreneurship in detail	07
Q.4	(a)	What is E- Commerce? What are the steps taken by an entrepreneur to start an E-Business?	07
	(b)	Discuss Business, Planning and Process under creating Entrepreneurial Venture OR	07
Q.4	(a)	Explain in detail about the Technical, Financial, Marketing, Personnel and Management Feasibility for managing a new project.	07
	(b)	What are the methods of generating business ideas? Explain any two of them in detail.	07
Q.5	(a)	List the important factors that influence the Industrial Location. Discuss its effect on a) Raw material supplies and b) Transportation Facilities.	07
	(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. OR	07
Q.5	(a)	Why do Entrepreneurs fail? – Explain the FOUR Entrepreneurial Pitfalls given by Peter Drucker.	07
	(b)	Explain the 21st Century Trends in Entrepreneurship Research. List and explain at least 8 the major research themes.	07