Enrolment No._

GUJARAT TECHNOLOGICAL UNIVERSITY BE- IVth SEMESTER-EXAMINATION – MAY/JUNE- 2012

42303 Date: 29/05/2012

Subject code: 142303

Subject Name: Entrepreneurship and Creativity

Time: 10:30 am – 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) Discuss in brief the over all objectives for the course in Entrepreneurship 07
 - (b) List the different techniques for creative problem solving and explain 07 any 5 in detail.
- Q.2 (a) Discuss in brief the role of Entrepreneurship in economic development. 07
 - (b) Give the comparison between the Entrepreneur, Interpreneure and 07 Traditional Manager

OR

- (b) What is E-Commerce? What are the steps taken by an entrepreneur to 07 start an E- Business?
- Q.3 (a) Give a complete list of "Characteristics of Small Scale Entrepreneur" 07
 - (b) Write short notes on (i) Sources of Generating New Ideas (ii) Factors in 07 description of Venture.

OR

- Q.3 (a) Give a complete list of "Characteristics of Large Scale Entrepreneur" 07
 - (b) Write short notes on (i) Difference between the Managerial and Entrepreneurial decision (ii) Advantage of Incentives and Subsidies
- Q.4 (a) Explain Product Planning & Development Process. Give its 5 major 07 stages. Discuss "Idea" stage in brief.
 - (b) Explain the importance of Environmental and Industry Analysis before 07 starting a new venture

OR

- Q.4 (a) What is ICICI? What are its objectives? Mention the different schemes 07 provided to develop Entrepreneurship.
 - (b) Discuss the role of "Entrepreneurship in Economic Development" in 07 brief.
- Q.5 (a) What are the methods of generating business ideas? Explain any 2 of 07 them in detail.
 - (b) Write short notes on (i) Sequential contents in Introductory page of a 07 Business Plan (ii) Comparison of Male and Female Entrepreneur.

OR

- Q.5 (a) List out the major factors that influence the Industrial Location. Explain 07 any 4 in detail.
 - (b) Write short notes on (i) Production Plan and Operation Plan (ii) Women 07 Entrepreneurs in India.
