Seat No.:

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## GUJARAT TECHNOLOGICAL UNIVERSITY BE - SEMESTER-IV • EXAMINATION – WINTER 2013

## Subject Code: 142303 Date: 26-12-2013 **Subject Name: Entrepreneurship and Creativity** Time: 02:30 pm to 05:00 pm **Total Marks: 70 Instructions:** 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks. (a) Give a comparison of Male vrs Female Entrepreneurs in detail. Give its 07 **Q.1** advantages and disadvantages. Give a comparison of Traditional Manager, Interpreneur and Entrepreneur. **(b)** 07 **O.2** (a) Discuss in brief the Overall objective of course in Entrepreneurship 07 Development (b) List the important factors that influence the Industrial Location. Discuss its 07 effect on a) Raw material supplies and b) Transportation Facilities. OR (b) Write short note on ICICI bank. Give it's a) Objectives and functions and b) 07 schemes as direct assistance and indirect assistance for small scale industrialists. (a) What do you understand by subsidies and incentives given to an Indian 07 0.3 Entrepreneur? Discuss various needs for Incentives. (b) Discuss various problems that women entrepreneurs face in India. Give its 07 solution as per your knowledge..... OR (a) What is E- Commerce? What are the steps taken by an entrepreneur to start an 07 **Q.3 E-** Business? (b) Give a complete list of "Characteristics of Small scale entrepreneur. 07 (a) Explain the importance of Environmental and Industry Analysis before starting **Q.4** 07 a new venture (b) What are the methods of generating business ideas? Explain any two of them in 07 detail. OR **O.4** (a) Give all details of Financial Aspects of Project Appraisal 07 Write the steps for making Technical, Financial and Market Feasibility Report 07 **Q.4 (b)** for starting a small scale business. 07 Q.5 Write a short note on Venture Capital Funding **(a)** Discuss the role of "District Industries Centre" and "Entrepreneurship Institute 07 **(b)** of India" for the development of Entrepreneurs. OR

- Q.5 (a) Discuss the various types of women entrepreneurs and the special qualities they 07 posses.
  - (b) List the various techniques of creativity and discuss SYNECTICS technique in 07 detail.

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