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## **GUJARAT TECHNOLOGICAL UNIVERSITY**

## M. E. - SEMESTER - III • EXAMINATION - SUMMER • 2013

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Subject code: 730004 Date: 13-05-201			
	Subject Name: Entrepreneurship Development Time: 10.30 am – 01.00 pm Total Marks: 70		
Instructions:			
<ol> <li>Attempt all questions.</li> <li>Make suitable assumptions wherever necessary.</li> <li>Figures to the right indicate full marks.</li> </ol>			
Q.1	(a) (b)	Difference between an Entrepreneur and a Manager. Explain problems faced by women entrepreneurs in India.	07 07
Q.2	(a) (b)	Why there is a need for Rural Entrepreneurship? Give strengths and weaknesses of NGOs in the development of Rural Entrepreneurship.	07 07
OR			
	<b>(b</b> )	Give seven characteristics of an Entrepreneur.	07
Q.3	(a) (b)	What is motivation? Explain Maslow's need of Hierarchy Theory. Give planning commission's guidelines for the formulation of Project Report. <b>OR</b>	07 07
Q.3	(a)	What is network analysis? Discuss PERT and CPM methods of network analysis.	07
	<b>(b</b> )	Define small industry? Give characteristics of small scale industry.	07
Q.4	(a) (b)	Discuss the purpose of Total Quality Management in small scale industry. What are the stages of Growth in small businesses? <b>OR</b>	07 07
Q.4	(a) (b)	What is Venture Capital, explain it in detail. Explain the role of Industrial Development Bank of India in the financing of small enterprise in India.	07 07
Q.5		Discuss in brief the types of documents needed for Export. Define E- Commerce. Discuss the Evolution and Growth of E-Commerce. <b>OR</b>	07 07
Q.5	(a) (b)	Define Franchising. Explain advantages and disadvantages of franchising. Discuss the challenges faced by E-Commerce in small enterprises.	07 07

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