

GUJARAT TECHNOLOGICAL UNIVERSITY
M. E. - SEMESTER – III • EXAMINATION – SUMMER • 2014

Subject code: 730004**Date: 03-06-2014****Subject Name: Entrepreneurship Development****Time: 02:30 pm - 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.

- Q.1** (a) What is entrepreneur and entrepreneurship? Describe various functions of entrepreneur. **07**
(b) Describe meaning of project and explain various phases of project management. **07**
- Q.2** (a) Discuss role of technical consultancy organization (TCO) in development of SSIs. **07**
(b) Describe qualities required by woman entrepreneur. **07**
- OR**
- (b) Explain need for rural entrepreneurship and problems to rural entrepreneurs. **07**
- Q.3** (a) What is project formulation? Describe common errors in project formulation. **07**
(b) What is capital and capitalization and differentiate overcapitalization and under capitalization. **07**
- OR**
- Q.3** (a) Discuss importance of network analysis **07**
(b) Discuss objective and activities of any one financial institution in details. **07**
- Q.4** (a) What is franchising? Explain in details. **07**
(b) Explain export documentation and procedure for small enterprise. **07**
- OR**
- Q.4** (a) Discuss in brief about marketing of products and services. **07**
Q.4 (b) What is intellectual property? Explain its importance. **07**
- Q.5** (a) What is industrial sickness? Explain problems of SSIs in India. **07**
(b) Discuss challenges for motivating workers to small entrepreneurs. **07**
- OR**
- Q.5** Write short-notes on
(a) Electronic commerce and small enterprises. **05**
(b) Total Quality management issues for small enterprise. **05**
(c) Human resource issues related to small entrepreneur. **04**
