Seat No.:	Enrolment No.

## **GUJARAT TECHNOLOGICAL UNIVERSITY**

M. E. - SEMESTER – III • EXAMINATION – WINTER 2012

	•	code: 730004 Date: 30/12/2012	
Tiı	me: 10	Name: Entrepreneurship Development  0.30 am – 01.00 pm  Total Marks: 70	
IN;	1. 2.	tions: Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.	
Q.1	(a)	Describe all the characteristic of an "Entrepreneur".	07
	<b>(b)</b>	Define the problems of Marketing and Explain it in Details.	07
Q.2	(a)	Discuss the roles played by different financial sectors in the development of entrepreneurship.	07
	<b>(b)</b>	Describe all the methodology of Marketing in details.  OR	07
	<b>(b)</b>	Explain the problems of rural Entrepreneurship and give your suggestion for the development of rural entrepreneurship.	07
Q.3	(a)	Write down the concept of Industrial sickness and Explain the signals and symptoms of sickness.	07
	<b>(b)</b>	Explain the project meaning and project identification. <b>OR</b>	07
Q.3	(a) (b)	Explain the meaning, need and objectives of "Accounting" in detail.  Define the word "TQM" explain it in context to small enterprises.	07 07
Q.4	(a) (b)	Discuss the role of entrepreneur in economic development.  What is working capital? Explain the significance of working capital.  OR	07 07
Q.4 Q.4	(a) (b)	Explain the meaning and characteristic of Management.  Describe the advantages and disadvantages of Franchises.	07 07
Q.5	(a)	Define the word "Lease" and explain all types of lease agreement.	07
	<b>(b)</b>	Explain the term Venture capital in detail.  OR	07
Q.5	(a) (b)	Explain the requisites of successful business.  Describe all the characteristic of business.	07 07

\*\*\*\*\*