

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE SEM-IV Examination-Nov/Dec-2011

Subject code: 142303

Date: 30/11/2011

Subject Name: Entrepreneurship & Creativity

Time: 02.30 pm -5.00 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) Give the comparison between the Entrepreneur, Interpreneure and Traditional Manager 07
- (b) What is E-Commerce? What are the steps taken by an entrepreneur to start an E- Business? 07
- Q.2** (a) Give a complete list of “Characteristics of Large Scale Entrepreneur” 07
- (b) Explain Product Planning & Development Process. Give its 5 major stages. Discuss “Idea” stage in brief. 07
- OR**
- (b) Discuss in brief the role of Entrepreneurship in economic development. 07
- Q.3** (a) What is ICICI? What are its objectives? Mention the different schemes provided to develop Entrepreneurship. 07
- (b) Explain the importance of Environmental and Industry Analysis before starting a new venture 07
- OR**
- Q.3** (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 any 5 in detail. 07
- Q.4** (a) Give a complete list of “Characteristics of Small Scale Entrepreneur” 07
- (b) What are the methods of generating business ideas? Explain any 2 of them in detail. 07
- OR**
- Q.4** (a) Write short notes on (i) Sources of Generating New Ideas & (ii) Factors in description of Venture. 07
- (b) Write short notes on (i) Difference between the Managerial and Entrepreneurial decision (ii) Advantage of Incentives and Subsidies. 07
- Q.5** (a) Write short notes on (i) Break even point & (ii) Factors influence Industrial Location 07
- (b) Write short notes on (i) small and medium scale industries in India. & (ii) Entrepreneurs Development Institute of India. 07
- OR**
- Q.5** (a) Write short notes on (i) Sequential contents in Introductory page of a Business Plan (ii) Comparison of Male and Female Entrepreneur. 07
- (b) Write short notes on (i) Production Plan and Operation Plan (ii) Women Entrepreneurs in India 07
