

GUJARAT TECHNOLOGICAL UNIVERSITY**BE- IVth SEMESTER-EXAMINATION – MAY/JUNE- 2012****Subject code: 142303****Date: 29/05/2012****Subject Name: Entrepreneurship and Creativity****Time: 10:30 am – 01:00 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) 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.2** (a) Discuss in brief the role of Entrepreneurship in economic development. **07**
(b) Give the comparison between the Entrepreneur, Interpreneure and Traditional Manager **07**

OR

- (b) What is E-Commerce? What are the steps taken by an entrepreneur to start an E- Business? **07**

- Q.3** (a) Give a complete list of “Characteristics of Small Scale Entrepreneur” **07**
(b) Write short notes on (i) Sources of Generating New Ideas (ii) Factors in description of Venture. **07**

OR

- Q.3** (a) Give a complete list of “Characteristics of Large Scale Entrepreneur” **07**
(b) Write short notes on (i) Difference between the Managerial and Entrepreneurial decision (ii) Advantage of Incentives and Subsidies **07**

- Q.4** (a) Explain Product Planning & Development Process. Give its 5 major stages. Discuss “Idea” stage in brief. **07**
(b) Explain the importance of Environmental and Industry Analysis before starting a new venture **07**

OR

- Q.4** (a) What is ICICI? What are its objectives? Mention the different schemes provided to develop Entrepreneurship. **07**
(b) Discuss the role of “Entrepreneurship in Economic Development” in brief. **07**

- Q.5** (a) What are the methods of generating business ideas? Explain any 2 of them in detail. **07**
(b) Write short notes on (i) Sequential contents in Introductory page of a Business Plan (ii) Comparison of Male and Female Entrepreneur. **07**

OR

- Q.5** (a) List out the major factors that influence the Industrial Location. Explain any 4 in detail. **07**
(b) Write short notes on (i) Production Plan and Operation Plan (ii) Women Entrepreneurs in India. **07**
