

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- VIIIth SEMESTER-EXAMINATION – MAY- 2012

Subject code: 182505

Date: 08/05/2012

Subject Name: Entrepreneurship

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) What are the characteristics of entrepreneur? **07**

(b) What are the types of entrepreneur? Classify. **07**

Q.2 (a) What are the reasons of entrepreneur failure? Explain. **07**

(b) List out types of organizations with their activities. **07**

OR

(b) What is motivation? How to motivate employee? **07**

Q.3 (a) What do you understand business model? What are the components of business model? **07**

(b) What are the steps involved in the process of buying a business **07**

OR

Q.3 (a) What are the characteristics of entrepreneurial marketing? **07**

(b) What do you understand by e-business? What are the benefits of e-business? **07**

Q.4 (a) Why the need for new product development? **07**

(b) What is the process of developing a new product? Explain with an example. **07**

OR

Q.4 (a) What are the barriers to be handled by a small scale industry for new product development? **07**

(b) How does a business growth strategy work? **07**

Q.5 (a) What do you understand by exit strategy? What are the reasons for exit? **07**

(b) Why entrepreneur need exit strategy? **07**

OR

Q.5 (a) Why do companies decide to get involved in corporate social responsibility? How do they benefit? **07**

(b) Write note on Criticism of Corporate Social Responsibility. **07**
