

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

B.E. Sem-IV Examination June- 2010

Subject code: 142303

Subject Name: Entrepreneurship & Creativity

Date: 19 / 06 /2010

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 qualities and skills required for an entrepreneur? **07**
(b) What is the roll of creativity & innovation in Entrepreneurship? **07**

- Q.2** (a) Discuss the characteristics of corporate entrepreneurship? Explain why traditional corporate management has not been conducive to entrepreneurship? **07**
(b) What are the internal & external factors which influence the performance of a business? **07**

OR

- (b) What is opportunities analysis? List steps necessary for opportunity analysis. **07**

- Q.3** (a) What is intellectual property and why is it considered an asset to a company? **07**
(b) What proceedings must be followed to file a patent? What is patent infringement? **07**

OR

- Q.3** (a) What are the advantages and disadvantages for starting a business as a licensee? **07**
(b) What are the essential ingredients of an acceptable written contract? **07**

- Q.4** (a) What are the commonly used and accepted project classifications? **07**
(b) What are the common elements of project planning? **07**

OR

- Q.4** (a) Discuss the roles played by the different financial institutions in public and private sectors? **07**
(b) What is equity financing? Indicate the source of equity financing. **07**

- Q.5** (a) What is venture capital? Explain the role of venture capital in starting a new enterprise. **07**
(b) Explain the various types government grants available for new enterprises. **07**

OR

- Q.5** (a) Give a broad comparison between male and female entrepreneurs. **07**
(b) Discuss the four major entrepreneurial pitfalls? **07**
