

GUJARAT TECHNOLOGICAL UNIVERSITY**B. E. - SEMESTER – IV • EXAMINATION – WINTER 2012****Subject code: 142303****Date: 29/12/2012****Subject Name: Entrepreneurship and Creativity****Time: 02.30 pm - 05.00 pm****Total Marks: 70****Instructions:**

1. Attempt any five questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1 (a) Define the word “Entrepreneur” in details and explain the Entrepreneurial culture. **07**

(b) Describe all characteristic of the successful entrepreneur. **07**

Q.2 (a) Explain the difference between Entrepreneur Vs. Intrapreneur and entrepreneur Vs. Traditional Manager. **07**

(b) Discuss the role of the Entrepreneur in the economic development of the country. **07**

OR

(b) Write down about any two successful women Entrepreneur of India. **07**

Q.3 (a) Explain the word E-Commerce with the steps taken by an entrepreneur to start the E-Business. **07**

(b) Explain the business planning process in detail. **07**

OR

Q.3 (a) Discuss the role played by different financial organization in strengthening the entrepreneurship. **07**

(b) Write a note on the Evolution of the concept of Entrepreneur. **07**

Q.4 (a) What is the meaning of Environmental Analysis - Search and Scanning in the business world? **07**

(b) Explain the role of Central Government and State Government in promoting Entrepreneurship by Introducing the various incentives, subsidies. **07**

OR

Q.4 (a) What is the role of Entrepreneurship Development Institute of India (EDII)? **07**

Q.4 (b) “The choice of the location where an industrial unit started has a very great influence on productivity, efficiency and profitability of the enterprise “Explain. **07**

Q.5 (a) Define the word project management with all concern aspects. **07**

(b) What is venture capital funding explain it in detail. **07**

OR

Q.5 (a) Discuss the major entrepreneurial pitfalls. **07**

(b) Write down about “Identifying problems and opportunities” in details. **07**
