

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**B.E. - SEMESTER – VIII EXAMINATION – OCTOBER 2012**

**Subject code: 182505****Date: 25/10/2012****Subject Name: Entrepreneurship****Time: 02.30pm - 05.00pm****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 an entrepreneur. Which are the skills required to become an entrepreneur? **07**  
(b) What is intellectual property? What are the various kinds of intellectual property? **07**

- Q.2** (a) Why it is required to train the employees? How is can be done? **07**  
(b) With reference to inventory explain following: **07**  
(i) Classification of inventory (ii) Types of stocks

**OR**

- (b) Define a business model. Explain various components of a business model. **07**

- Q.3** (a) State the characteristics of entrepreneurial marketing. **07**  
(b) What are the advantages and disadvantages of test marketing? **07**

**OR**

- Q.3** (a) Explain the process for New Product development. **07**  
(b) Define networking. How does it help entrepreneurs developing the business? **07**

- Q.4** (a) Explain the importance of pre-selection process while searching for business ideas. **07**  
(b) Briefly explain the following: **07**  
(i) Grey market (ii) Company (iii) Income tax (iv) sales tax.

**OR**

- Q.4** (a) What is franchise network? What are the benefits of joining a franchise business network? **07**  
(b) What is venture capital investment? What are main its main characteristics? **07**

- Q.5** (a) What is a business plan? What is its importance? Which are the key components of a good business plan? **07**  
(b) Using some illustration of your choice, state the features of a good web site to promote an entrepreneurial business. **07**

**OR**

- Q.5** (a) Define Ethics. How one can make business ethical? **07**  
(b) What are the possible reasons for an entrepreneur to exit from his/her business? **07**

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