

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV • EXAMINATION – WINTER 2013

Subject Code: 142303

Date: 26-12-2013

Subject Name: Entrepreneurship and Creativity

Time: 02:30 pm to 05:00 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) Give a comparison of Male vrs Female Entrepreneurs in detail. Give its advantages and disadvantages. **07**

(b) Give a comparison of Traditional Manager, Interpreneur and Entrepreneur. **07**

Q.2 (a) Discuss in brief the Overall objective of course in Entrepreneurship Development **07**

(b) List the important factors that influence the Industrial Location. Discuss its effect on a) Raw material supplies and b) Transportation Facilities. **07**

OR

(b) Write short note on ICICI bank. Give it's a) Objectives and functions and b) schemes as direct assistance and indirect assistance for small scale industrialists. **07**

Q.3 (a) What do you understand by subsidies and incentives given to an Indian Entrepreneur? Discuss various needs for Incentives. **07**

(b) Discuss various problems that women entrepreneurs face in India. Give its solution as per your knowledge..... **07**

OR

Q.3 (a) What is E- Commerce? What are the steps taken by an entrepreneur to start an E- Business? **07**

(b) Give a complete list of "Characteristics of Small scale entrepreneur. **07**

Q.4 (a) Explain the importance of Environmental and Industry Analysis before starting a new venture **07**

(b) What are the methods of generating business ideas? Explain any two of them in detail. **07**

OR

Q.4 (a) Give all details of Financial Aspects of Project Appraisal **07**

Q.4 (b) Write the steps for making Technical, Financial and Market Feasibility Report for starting a small scale business. **07**

Q.5 (a) Write a short note on Venture Capital Funding **07**

(b) Discuss the role of "District Industries Centre" and "Entrepreneurship Institute of India" for the development of Entrepreneurs. **07**

OR

Q.5 (a) Discuss the various types of women entrepreneurs and the special qualities they posses. **07**

(b) List the various techniques of creativity and discuss SYNECTICS technique in detail. **07**
