

Seat No.: _____

Enrolment No. _____

GUJARAT TECHNOLOGICAL UNIVERSITY

BE - SEMESTER-IV • EXAMINATION – WINTER • 2014

Subject Code: 142303

Date: 31-12-2014

Subject Name: Entrepreneurship and Creativity

Time: 02:30 pm - 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)** Write overall objective for the course in Entrepreneurship Development **07**
(b) Write short notes on (a) Types of skills required for an Entrepreneur (b) Top 10 **07**
factors that could trigger the workers to act unethically and illegally.
- Q.2 (a)** Give a comparison of Male vs. Female Entrepreneurs in detail. Give its advantages **07**
and disadvantages.
(b) Give a comparison of Traditional Manager, Interpreneur and Entrepreneur. **07**
OR
(b) Write in detail about the International Opportunities for an Entrepreneur **07**
- Q.3 (a)** Discuss the Roll of Entrepreneur in the Indian Economy and Developing Economy **07**
with reference to Self Employment Development
(b) List the important factors that influence the Industrial Location. Discuss its effect **07**
on (a) Raw material supplies and (b) Transportation Facilities.
OR
- Q.3 (a)** What do you understand by subsidies and incentives given to an Indian **07**
Entrepreneur? Discuss various needs for Incentives.
(b) Discuss various problems that women entrepreneurs face in India. Give its solution **07**
as per your knowledge.
- Q.4 (a)** What is E- Commerce? What are the steps taken by an entrepreneur to start an E- **07**
Business?
(b) Discuss Business, Planning and Process under creating Entrepreneurial Venture **07**
OR
- Q.4 (a)** Explain the importance of Environmental and Industry Analysis before starting a **07**
new venture
(b) What are the methods of generating business ideas? Explain any two of them in **07**
detail.
- Q.5 (a)** List the important factors that influence the Industrial Location. Discuss its effect **07**
on a) Raw material supplies and b) Transportation Facilities.
(b) Write short note on ICICI bank. Give it's a) Objectives and functions and b) **07**
schemes as direct assistance and indirect assistance for small scale industrialists.
OR
- Q.5 (a)** Give all details of Financial Aspects of Project Appraisal **07**
(b) Write the steps for making Technical, Financial and Market Feasibility Report for **07**
starting a small scale business.
