

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**BE - SEMESTER-VIII • EXAMINATION – SUMMER 2013**

**Subject Code: 182505****Date: 09/05/2013****Subject Name: Entrepreneurship****Time: 10:30 am TO 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 is entrepreneurship? Why there is an exponential growth of entrepreneurship in today's India. **07**  
(b) What are the sources of new business idea? How they should be analyzed? **07**  
Also write a note on pre-selection process.
- Q.2** (a) What are the major issues in doing business in India? **07**  
(b) What is IPR and what are the laws relating to IPR in India? **07**  
**OR**  
(b) What types of entrepreneurial business support is provided by government in India. **07**
- Q.3** (a) What are the challenges in buying business in India? How to value the business and negotiate for the purchase of the business? **07**  
(b) What are the types of business models and what is business model innovation? **07**  
**OR**
- Q.3** (a) What are the key factors in writing a business plan? **07**  
(b) What are the various ways to finance the small business? **07**
- Q.4** (a) Write a note on purchase process and managing inventory. **07**  
(b) What are the features of entrepreneurial marketing? **07**  
**OR**
- Q.4** (a) Explain the terms branding, positioning & targeting and pricing. **07**  
(b) What is NPD? What is the process of NPD? What is the need of NPD? **07**
- Q.5** (a) With the growth of entrepreneurial business how to exit and prepare for the bigger business role? **07**  
(b) What is corporate social responsibility? What are its dimensions and how it can be evaluated? **07**  
**OR**
- Q.5** (a) How to recruit employee in an entrepreneurial business unit? **07**  
(b) What is the role of E-business and networking in entrepreneurship? **07**

\*\*\*\*\*