

GUJARAT TECHNOLOGICAL UNIVERSITY
M. E. - SEMESTER – III • EXAMINATION – WINTER 2012

Subject code: 730004**Date: 30/12/2012****Subject Name: Entrepreneurship Development****Time: 10.30 am – 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)** Describe all the characteristic of an “Entrepreneur”. **07**
- (b)** Define the problems of Marketing and Explain it in Details. **07**
- Q.2 (a)** Discuss the roles played by different financial sectors in the development of entrepreneurship. **07**
- (b)** Describe all the methodology of Marketing in details. **07**
- OR**
- (b)** Explain the problems of rural Entrepreneurship and give your suggestion for the development of rural entrepreneurship. **07**
- Q.3 (a)** Write down the concept of Industrial sickness and Explain the signals and symptoms of sickness. **07**
- (b)** Explain the project meaning and project identification. **07**
- OR**
- Q.3 (a)** Explain the meaning, need and objectives of “Accounting” in detail. **07**
- (b)** Define the word “TQM” explain it in context to small enterprises. **07**
- Q.4 (a)** Discuss the role of entrepreneur in economic development. **07**
- (b)** What is working capital? Explain the significance of working capital. **07**
- OR**
- Q.4 (a)** Explain the meaning and characteristic of Management. **07**
- Q.4 (b)** Describe the advantages and disadvantages of Franchises. **07**
- Q.5 (a)** Define the word “Lease” and explain all types of lease agreement. **07**
- (b)** Explain the term Venture capital in detail. **07**
- OR**
- Q.5 (a)** Explain the requisites of successful business. **07**
- (b)** Describe all the characteristic of business. **07**
