

GUJARAT TECHNOLOGICAL UNIVERSITY

BE- SEMESTER-VI EXAMINATION – WINTER 2025

Subject Code:3161924

Date:27-11-2025

Subject Name:Entrepreneurship and E-business

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.
4. Simple and non-programmable scientific calculators are allowed.

		MARKS
Q.1	(a) Define Entrepreneurship. (b) Explain in brief: Patents and trademarks. (c) Compare: Managerial vs. Entrepreneurship approach.	03 04 07
Q.2	(a) Enlist various skills requirements for an entrepreneur. (b) What is Feasibility study? Explain with suitable example. (c) Discuss role of Entrepreneur in economic development.	03 04 07
	OR	
	(c) Discuss the opportunity recognition for starting any venture.	07
Q.3	(a) What are advanced Decision Support Systems? Name any three. (b) Explain five common types of Intellectual Property Rights. (c) Explain the steps of creative process.	03 04 07
	OR	
Q.3	(a) Highlight the barriers to entrepreneurship. (b) List out sources of finance and explain any one. (c) State and explain various functions of Entrepreneur.	03 04 07
Q.4	(a) What are the skills of entrepreneur? (b) Give pros and cons of franchising. (c) Write a note on market feasibility of a project.	03 04 07
	OR	
Q.4	(a) What is the key differences between traditional commerce and e-commerce? (b) List factors for success in e-commerce. (c) How digitization could reduce cost & increase efficiency of business.	03 04 07
Q.5	(a) List out the types of e-commerce (b) List major eCommerce business models (c) Explain various functional areas of CRM.	03 04 07
	OR	
Q.5	(a) What are the various applications of E-commerce? (b) Define B to C, B to B and C to C ecommerce. (c) Discuss in brief Ethical Computer Use Policy	03 04 07
