

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI EXAMINATION – SUMMER 2025****Subject Code: 3161924****Date: 02-06-2025****Subject Name: Entrepreneurship and E-business****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.
4. Simple and non-programmable scientific calculators are allowed.

Q.1	(a) What are the Characteristics of an Entrepreneur?	03
	(b) Types of methods for Generating New Ideas.	04
	(c) Analyze ability to innovate as key characteristics of a successful entrepreneur. Cite examples.	07
Q.2	(a) Differentiate between entrepreneurial approach and managerial approach.	03
	(b) Write a note on Rural entrepreneurs.	04
	(c) Describe the significance in economic growth by impacting entrepreneurship in the young minds in Indian context.	07

OR

Q.3	(a) Bring out the model for entrepreneurship development and discuss the role of Achievement motivation in entrepreneurship development.	07
Q.3	(a) Differentiate between Small scale industries and large scale industries?	03
	(b) What is working capital? Why is it important for any enterprise?	04
	(c) Discuss the important of feasibility assessment and preparation of project reports with a suitable case study.	07

OR

Q.3	(a) Explain the details of a patent application.	03
	(b) Explain the importance of copyrights in India.	04
	(c) Write a Short Note on "contingency planning" with suitable example.	07
Q.4	(a) What are the different between E-commerce and M-commerce?	03
	(b) Write advantages and disadvantages of C2C type business model.	04
	(c) Discuss new product development process. Take an example of electronic consumer goods.	07

OR

Q.4	(a) What are the benefits of customer relationship management?	03
	(b) What is partnership deed?	04
	(c) Enumerate the government of India Policy for small scale enterprises with examples.	07
Q.5	(a) What are the elements of Decision support system?	03
	(b) How AI can supports the new business? Explain with suitable example.	04
	(c) Explain the role of Entrepreneurial Development Program (EDP) to manage the problems faced by entrepreneurs.	07

OR

Q.5	(a) Explain E-mail Privacy Policy.	03
	(b) Write down common Ethical Issues for IT Users.	04
	(c) What is the importance of explicitly embracing doing business ethically?	07

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2024****Subject Code:3161924****Date:28-05-2024****Subject Name:Entrepreneurship and E-business****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.
4. Simple and non-programmable scientific calculators are allowed.

Q.1 (a) Define ‘Entrepreneurship’. Describe its characteristics. **03**
 (b) What environment is required to be an entrepreneur? **04**
 (c) Explain various methods of generating new business idea. **07**

Q.2 (a) Discuss marketing research for new venture. **03**
 (b) Discuss opportunity recognition. **04**
 (c) Why presentation of business plan is very important for success of the business? **07**
 Explain.

OR

(c) Discuss role of entrepreneur in economic development. **07**

Q.3 (a) Role and Importance of Commercial Banks in India. **03**
 (b) Explain cash budget. **04**
 (c) Short note on venture capital. **07**

OR

Q.3 (a) Explain the term ‘Debt financing’. **03**
 (b) Differentiate between licensing and franchising **04**
 (c) What does ‘Man power planning’ means? What are the objectives of man power planning? **07**

Q.4 (a) List out different areas of M-Commerce applications in daily life. **03**
 (b) Explain the importance of copyrights in India. **04**
 (c) Write short note on Patents. **07**

OR

Q.4 (a) Explain Cloud computing as business technology. **03**
 (b) Discussed Challenges of the E-Business Models in India. **04**
 (c) What are different components and structure of decision support system? **07**
 Explain

Q.5 (a) Briefly explain the term ‘Customer Relationship Management’. **03**
 (b) How AI is transforming E-commerce industry? **04**
 (c) What is E-Marketplace? Which are the components and benefits of E-Marketplace? **07**

OR

Q.5	(a) Explain E-mail Privacy Policy.	03
	(b) Briefly discuss about the ethics in information systems.	04
	(c) Discuss about the Employee monitoring policy with a suitable example.	07

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2023****Subject Code:3161924****Date:18-07-2023****Subject Name:Entrepreneurship and E-business****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.
4. Simple and non-programmable scientific calculators are allowed

Q.1	(a) Define Entrepreneur and Entrepreneurship.	03
	(b) Differentiate between entrepreneurial approach and managerial approach.	04
	(c) Explain the importance of different feasibility study for any Organization to start new business.	07
Q.2	(a) What do you mean by ‘creative problem solving’?	03
	(b) Discuss opportunity recognition.	04
	(c) Discuss knowledge and skills required for successful entrepreneur.	07
	OR	
	(c) Why presentation of business plan is very important for success of the business? Explain.	07
Q.3	(a) List out financial institutions supporting entrepreneurs.	03
	(b) Role and Importance of Commercial Banks in India.	04
	(c) What is debt financing? How it works in Indian market.	07
	OR	
Q.3	(a) Differentiate between licensing and franchising	03
	(b) Explain copy rights.	04
	(c) Write a short note on licensing.	07
Q.4	(a) What are the benefits of E-business in entrepreneurship?	03
	(b) Explain the importance of copyrights in India.	04
	(c) What are the different E-business models? Explain any one in details.	07
	OR	
Q.4	(a) List out Importance of Collaboration between Organization.	03
	(b) Discussed Challenges of the E-Business Models in India.	04
	(c) What are different components and structure of Decision support system? Explain	07
Q.5	(a) Briefly explain the term ‘Customer Relationship Management’.	03
	(b) How AI is transforming E-commerce industry?	04
	(c) Discuss benefits and risks of implementation of Enterprise Resource Planning.	07
	OR	
Q.5	(a) State the important characteristics of a GDSS in Organization.	03
	(b) What are the roles of Customer relationship Manager?	04
	(c) Discuss about the Employee monitoring policy with a suitable example.	07

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2022****Subject Code:3161924****Date:14/06/2022****Subject Name:Entrepreneurship and E-business****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.
4. Simple and non-programmable scientific calculators are allowed.

MARKS

Q.1 (a) Enlist the basic skills required for an entrepreneur and briefly discuss any one. **03**
 (b) Differentiate between entrepreneurial approach and managerial approach. **04**
 (c) Explain various methods of generating new business idea. **07**

Q.2 (a) Explain the term ‘Market Feasibility’ in brief. **03**
 (b) How business plan differs from feasibility study? **04**
 (c) List any 10 elements of the draft business plan and explain any 3 in details. **07**
OR
 (c) Why presentation of business plan is very important for success of the business? **07**
 Explain.

Q.3 (a) Write different methods of collecting data from primary sources for marketing planning. **03**
 (b) Why contingency plan is necessary in business planning? **04**
 (c) What does ‘Man power planning’ mean? What are the objectives of man power planning. **07**

OR

Q.3 (a) Explain the term ‘Debt financing’. **03**
 (b) Differentiate between licensing and franchising. **04**
 (c) Write short note on Patents. **07**

Q.4 (a) Explain disruptive technology in brief. **03**
 (b) What is E-Business? Explain with a suitable example. **04**
 (c) What are the different E-business models? Explain any one in details. **07**

OR

Q.4 (a) Briefly explain the term ‘Customer Relationship Management’. **03**
 (b) Briefly write about functional areas of Customer Relationship management. **04**
 (c) Briefly discuss the concepts of Supplier Relationship Management and Partner Relationship Management. **07**

Q.5 (a) Explain the concept of Enterprise Resource Planning. **03**
 (b) Explain Cloud computing as business technology. **04**
 (c) Discuss benefits and risks of implementation of Enterprise Resource Planning. **07**

OR

Q.5 (a) Briefly discuss about the ethics in information systems. **03**
 (b) Briefly explain the components of Decision Support System. **04**
 (c) Discuss about the Employee monitoring policy with a suitable example. **07**