

# 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**
- (c) 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**

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**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.

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|------------|---|-----------|
| <b>Q.1</b> | (a) Define ‘Entrepreneurship’. Describe its characteristics.                                  | <b>03</b> |
|            | (b) What environment is required to be an entrepreneur?                                       | <b>04</b> |
|            | (c) Explain various methods of generating new business idea.                                  | <b>07</b> |
| <b>Q.2</b> | (a) Discuss marketing research for new venture.   | <b>03</b> |
|            | (b) Discuss opportunity recognition.  | <b>04</b> |
|            | (c) Why presentation of business plan is very important for success of the business? Explain. | <b>07</b> |
| <b>OR</b>  |   |           |
|            | (c) Discuss role of entrepreneur in economic development.                                     | <b>07</b> |
| <b>Q.3</b> | (a) Role and Importance of Commercial Banks in India.   | <b>03</b> |
|            | (b) Explain cash budget.  | <b>04</b> |
|            | (c) Short note on venture capital.  | <b>07</b> |
| <b>OR</b>  |   |           |
| <b>Q.3</b> | (a) Explain the term ‘Debt financing’.  | <b>03</b> |
|            | (b) Differentiate between licensing and franchising   | <b>04</b> |
|            | (c) What does ‘Man power planning’ means? What are the objectives of man power planning?      | <b>07</b> |
| <b>Q.4</b> | (a) List out different areas of M-Commerce applications in daily life.                        | <b>03</b> |
|            | (b) Explain the importance of copyrights in India.  | <b>04</b> |
|            | (c) Write short note on Patents.  | <b>07</b> |
| <b>OR</b>  |   |           |
| <b>Q.4</b> | (a) Explain Cloud computing as business technology.   | <b>03</b> |
|            | (b) Discussed Challenges of the E-Business Models in India.                                   | <b>04</b> |
|            | (c) What are different components and structure of decision support system? Explain           | <b>07</b> |
| <b>Q.5</b> | (a) Briefly explain the term ‘Customer Relationship Management’.                              | <b>03</b> |
|            | (b) How AI is transforming E-commerce industry?   | <b>04</b> |
|            | (c) What is E-Marketplace? Which are the components and benefits of E-Marketplace?            | <b>07</b> |

**OR**

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

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**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**

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**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**

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|------------|---|-----------|
| <b>Q.1</b> | (a) Enlist the basic skills required for and entrepreneur and briefly discuss any one.                    | <b>03</b> |
|            | (b) Differentiate between entrepreneurial approach and managerial approach.                               | <b>04</b> |
|            | (c) Explain various methods of generating new business idea.  | <b>07</b> |
| <b>Q.2</b> | (a) Explain the term 'Market Feasibility' in brief.   | <b>03</b> |
|            | (b) How business plan differs from feasibility study?   | <b>04</b> |
|            | (c) List any 10 elements of the draft business plan and explain any 3 in details.                         | <b>07</b> |
|            | <b>OR</b>   |           |
|            | (c) Why presentation of business plan is very important for success of the business? Explain.             | <b>07</b> |
| <b>Q.3</b> | (a) Write different methods of collecting data from primary sources for marketing planning.               | <b>03</b> |
|            | (b) Why contingency plan is necessary in business planning?   | <b>04</b> |
|            | (c) What does 'Man power planning' means? What are the objectives of man power planning.                  | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.3</b> | (a) Explain the term 'Debt financing'.  | <b>03</b> |
|            | (b) Differentiate between licensing and franchising.  | <b>04</b> |
|            | (c) Write short note on Patents.  | <b>07</b> |
| <b>Q.4</b> | (a) Explain disruptive technology in brief.   | <b>03</b> |
|            | (b) What is E-Business? Explain with a suitable example.  | <b>04</b> |
|            | (c) What are the different E-business models? Explain any on in details.                                  | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.4</b> | (a) Briefly explain the term 'Customer Relationship Management'.  | <b>03</b> |
|            | (b) Briefly write about functional areas of Customer Relationship management.                             | <b>04</b> |
|            | (c) Briefly discuss the concepts of Supplier Relationship Management and Partner Relationship Management. | <b>07</b> |
| <b>Q.5</b> | (a) Explain the concept of Enterprise Resource Planning.  | <b>03</b> |
|            | (b) Explain Cloud computing as business technology.   | <b>04</b> |
|            | (c) Discuss benefits and risks of implementation of Enterprise Resource Planning.                         | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.5</b> | (a) Briefly discuss about the ethics in information systems.  | <b>03</b> |
|            | (b) Briefly explain the components of Decision Support System.  | <b>04</b> |
|            | (c) Discuss about the Employee monitoring policy with a suitable example.                                 | <b>07</b> |