

## 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.

		<b>MARKS</b>
<b>Q.1</b>	(a) Define Entrepreneurship. (b) Explain in brief: Patents and trademarks. (c) Compare: Managerial vs. Entrepreneurship approach.	<b>03</b> <b>04</b> <b>07</b>
<b>Q.2</b>	(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.	<b>03</b> <b>04</b> <b>07</b>
	<b>OR</b>	
	(c) Discuss the opportunity recognition for starting any venture.	<b>07</b>
<b>Q.3</b>	(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.	<b>03</b> <b>04</b> <b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Highlight the barriers to entrepreneurship. (b) List out sources of finance and explain any one. (c) State and explain various functions of Entrepreneur.	<b>03</b> <b>04</b> <b>07</b>
<b>Q.4</b>	(a) What are the skills of entrepreneur? (b) Give pros and cons of franchising. (c) Write a note on market feasibility of a project.	<b>03</b> <b>04</b> <b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(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.	<b>03</b> <b>04</b> <b>07</b>
<b>Q.5</b>	(a) List out the types of e-commerce (b) List major eCommerce business models (c) Explain various functional areas of CRM.	<b>03</b> <b>04</b> <b>07</b>
	<b>OR</b>	
<b>Q.5</b>	(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	<b>03</b> <b>04</b> <b>07</b>

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**GUJARAT TECHNOLOGICAL UNIVERSITY****BE- SEMESTER-VI (NEW) EXAMINATION – WINTER 2024****Subject Code:3161924****Date:09-12-2024****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.

	<b>MARKS</b>
<b>Q.1</b>	<b>03</b>
(a) Differentiate between managerial vs. entrepreneurial approach	<b>03</b>
(b) How the SWOT analysis used to identify business Opportunities.	<b>04</b>
(c) Explain IPR, Trademark, Copyright and Trade secrets.	<b>07</b>
<b>Q.2</b>	<b>03</b>
(a) List out the sources of generating new ideas.	<b>03</b>
(b) Why competitor and industry analysis is a vital step to start business?	<b>04</b>
(c) Explain Financial feasibility during starting the venture.	<b>07</b>
<b>OR</b>	
(c) What are the key factors in writing a business plan?	<b>07</b>
<b>Q.3</b>	<b>03</b>
(a) Why marketing research for the new venture is essential?	<b>03</b>
(b) Compare venture capital and commercial bank for financing a business.	<b>04</b>
(c) What is debt financing? How it works in Indian market.	<b>07</b>
<b>OR</b>	
<b>Q.3</b>	<b>03</b>
(a) List out the different stages of financial planning?	<b>03</b>
(b) Explain Break even analysis in business.	<b>04</b>
(c) Explain challenges of E-Business model.	<b>07</b>
<b>Q.4</b>	<b>03</b>
(a) How Information Technology Improves Business Processes?	<b>03</b>
(b) Discussed Challenges of the E-Business Models in India.	<b>04</b>
(c) Describe the functional area of Customer Relationship Management	<b>07</b>
<b>OR</b>	
<b>Q.4</b>	<b>03</b>
(a) List out different areas of M-Commerce applications in daily life.	<b>03</b>
(b) Define: CRM, SRM, PRM and ERM.	<b>04</b>
(c) Benefits and Risks of ERP implementation	<b>07</b>
<b>Q.5</b>	<b>03</b>
(a) Why is ethics important to an entrepreneur?	<b>03</b>
(b) Explain E-mail Privacy Policy.	<b>04</b>
(c) Discussed the advantages and disadvantages of Employee Monitoring Policies at workplace.	<b>07</b>
<b>OR</b>	
<b>Q.5</b>	<b>03</b>
(a) State the important characteristics of a GDSS in Organization.	<b>03</b>
(b) Describe Employee Monitoring Policies.	<b>04</b>
(c) Importance of Artificial Intelligence in Business Technology.	<b>07</b>

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**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VI (NEW) EXAMINATION – WINTER 2023****Subject Code:3161924****Date:15-12-2023****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.

		<b>MARKS</b>
<b>Q.1</b>	(a) Interpret why entrepreneurship is so important in today's India.	<b>03</b>
	(b) Distinguish entrepreneurial vs. managerial approach in a business.	<b>04</b>
	(c) Discuss the stages for creating a new business project report.	<b>07</b>
<b>Q.2</b>	(a) Describe the role of market research to the new venture.	<b>03</b>
	(b) Compare 'venture capital' and 'commercial bank' for a financing the business.	<b>04</b>
	(c) Explore the various factors that influence job design.	<b>07</b>
	<b>OR</b>	
	(c) With reference to intellectual property; discuss the significance of trademarks and copyrights in India.	<b>07</b>
<b>Q.3</b>	(a) What is balance sheet? Why is it useful for an entrepreneur?	<b>03</b>
	(b) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance in this respect?	<b>04</b>
	(c) List the different business models of E-Commerce with respect to customers and vendors and provide in-depth explanations of at least two of them.	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	(a) Enlist legal forms of business and explain the limited liability company.	<b>03</b>
	(b) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?	<b>04</b>
	(c) Explain the role and support of E-Commerce in the following applications (i) Jobs and employment sites (ii) Travel	<b>07</b>
<b>Q.4</b>	(a) Explain the concept of collaborative commerce.	<b>03</b>
	(b) Describe main components of ERP (Enterprise Resource Planning).	<b>04</b>
	(c) Discuss about geographic information and data visualisation systems.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	(a) Enlist the various domains of E-commerce uses in daily life.	<b>03</b>
	(b) Explain the importance of customer relationship management (CRM) in today's globally competitive corporate environment.	<b>04</b>

(c) Discuss the integration of Cloud Computing with Artificial Intelligence. **07**

**Q.5** (a) Write a short note information privacy policy. **03**  
(b) Explain the features of the group decision support system **04**  
(c) Describe the benefits and challenges of employee monitoring policies in the workplace. **07**

**OR**

**Q.5** (a) Write a short note on ethical computer use policy. **03**  
(b) Describe the components of the group decision support system. **04**  
(c) Explore the necessity of 'E-mail privacy' and 'Internet use' policies. **07**

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**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VI(NEW) EXAMINATION – WINTER 2022****Subject Code:3161924****Date:19-12-2022****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**

<b>Q.1</b>	<b>(a)</b> What is entrepreneurship? Why it is the need of time?	<b>03</b>
	<b>(b)</b> What are the sources of information for business ideas?	<b>04</b>
	<b>(c)</b> Analyze ability to innovate as key characteristics of a successful entrepreneur. Cite examples.	<b>07</b>
	<b>OR</b>	
<b>Q.2</b>	<b>(a)</b> What do you mean by ‘creative problem solving’?	<b>03</b>
	<b>(b)</b> Describe steps in preparing a marketing plan.	<b>04</b>
	<b>(c)</b> What are the key factors in writing a business plan?	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	<b>(a)</b> Enlist important parameters of feasibility study for a business.	<b>03</b>
	<b>(b)</b> Compare venture capital and commercial bank for financing a business.	<b>04</b>
	<b>(c)</b> What is difference between Trademarks, Copyright and Patent?	<b>07</b>
	<b>OR</b>	
<b>Q.3</b>	<b>(a)</b> Explain the details of a patent application.	<b>03</b>
	<b>(b)</b> Write a short note on trademark.	<b>04</b>
	<b>(c)</b> With reference to intellectual property: Define and explain Patent and copyright.	<b>07</b>
<b>Q.4</b>	<b>(a)</b> What are the benefits of E-business in entrepreneurship?	<b>03</b>
	<b>(b)</b> What are the benefits of implementing ERP system in organization?	<b>04</b>
	<b>(c)</b> Classify the Decision support system.	<b>07</b>
	<b>OR</b>	
<b>Q.4</b>	<b>(a)</b> What are the major application areas of AI in E-commerce?	<b>03</b>
	<b>(b)</b> What are the common features of cloud provider? List the global major cloud providers.	<b>04</b>
	<b>(c)</b> What are different components and structure of Decision support system? Explain	<b>07</b>
<b>Q.5</b>	<b>(a)</b> How AI is transforming E-commerce industry?	<b>03</b>
	<b>(b)</b> Write the difference between MIS and DSS.	<b>04</b>
	<b>(c)</b> What are the business ethics? What is the difference between Ethical and Legal?	<b>07</b>
	<b>OR</b>	
<b>Q.5</b>	<b>(a)</b> Explain E-mail Privacy Policy	<b>03</b>
	<b>(b)</b> What are the roles of Customer relationship Manager?	<b>04</b>
	<b>(c)</b> List out Characteristics and Capabilities of Decision Support System.	<b>07</b>

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