

Enrolment No./Seat No _____

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

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.

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

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.

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

- (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**

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

MARKS

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