

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
