

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

- 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**
