

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**
