

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2024****Subject Code:3161924****Date:28-05-2024****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) Define 'Entrepreneurship'. Describe its characteristics. **03**  
 (b) What environment is required to be an entrepreneur? **04**  
 (c) Explain various methods of generating new business idea. **07**

- Q.2** (a) Discuss marketing research for new venture. **03**  
 (b) Discuss opportunity recognition. **04**  
 (c) Why presentation of business plan is very important for success of the business? **07**  
 Explain.

**OR**

- (c) Discuss role of entrepreneur in economic development. **07**

- Q.3** (a) Role and Importance of Commercial Banks in India. **03**  
 (b) Explain cash budget. **04**  
 (c) Short note on venture capital. **07**

**OR**

- Q.3** (a) Explain the term 'Debt financing'. **03**  
 (b) Differentiate between licensing and franchising **04**  
 (c) What does 'Man power planning' means? What are the objectives of man power planning? **07**

- Q.4** (a) List out different areas of M-Commerce applications in daily life. **03**  
 (b) Explain the importance of copyrights in India. **04**  
 (c) Write short note on Patents. **07**

**OR**

- Q.4** (a) Explain Cloud computing as business technology. **03**  
 (b) Discussed Challenges of the E-Business Models in India. **04**  
 (c) What are different components and structure of decision support system? **07**  
 Explain

- Q.5** (a) Briefly explain the term 'Customer Relationship Management'. **03**  
 (b) How AI is transforming E-commerce industry? **04**  
 (c) What is E-Marketplace? Which are the components and benefits of E-Marketplace? **07**

**OR**

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|------------|------------|---|-----------|
| <b>Q.5</b> | <b>(a)</b> | Explain E-mail Privacy Policy.  | <b>03</b> |
|            | <b>(b)</b> | Briefly discuss about the ethics in information systems.              | <b>04</b> |
|            | <b>(c)</b> | Discuss about the Employee monitoring policy with a suitable example. | <b>07</b> |

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