

Seat No./Enrollment No.: _____

GUJARAT TECHNOLOGICAL UNIVERSITY
BACHELOR OF ENGINEERING – SEMESTER 6 – EXAMINATION – SUMMER 2026

Subject Code: 3161924

Date: 03/06/2026

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 is entrepreneurship? Why it is the need of time? **03**
 - (b)** Explain the role of culture in development of entrepreneurship. **04**
 - (c)** Explain the importance of different feasibility study for any Organization to start new business. **07**
- Q.2**
- (a)** Differentiate between entrepreneurial approach and managerial approach. **03**
 - (b)** Discuss opportunity recognition. **04**
 - (c)** Why presentation of business plan is very important for success of the business? Explain. **07**
- OR**
- Q.2**
- (c)** Write a note on sources and methods of Idea Generation **07**
- Q.3**
- (a)** Differentiate between Small scale industries large scale industries? **03**
 - (b)** Role and Importance of Commercial Banks in India. **04**
 - (c)** Discuss the different phases of project life cycle? **07**
- OR**
- Q.3**
- (a)** Explain the details of a patent application. **03**
 - (b)** Write a short note on trademark. **04**
 - (c)** What is Enterprise Resource Planning? Explain components of ERP system? **07**
- Q.4**
- (a)** List out different areas of M-Commerce applications in daily life. **03**
 - (b)** Write advantages and disadvantages of C2C type business model. **04**
 - (c)** Explain clicks and bricks in E-commerce with suitable example. **07**
- OR**
- Q.4**
- (a)** What are the benefits of customer relationship management? **03**
 - (b)** Write a short note on a break-even analysis. **04**
 - (c)** What are Small Scale Industries? Describe the role of small-scale industries in the Indian Economy? **07**
- Q.5**
- (a)** What are the elements of Decision support system? **03**
 - (b)** How AI can support the new business? Explain with suitable example. **04**

(c) Explain the role of Entrepreneurial Development Programme (EDP) to manage the problems faced by entrepreneurs. **07**

OR

- Q.5**
- (a) What is employee monitoring policy? **03**
 - (b) Write a note on Technological feasibility. **04**
 - (c) What is the importance of explicitly embracing doing business ethically? **07**
