

GUJARAT TECHNOLOGICAL UNIVERSITY

BE-6 SEMESTER – OLD PAPER – S22 TO W25 – QUESTION BANK

Subject Name & Code:

ENTREPRENEURSHIP AND E-BUSINESS (3161924)

Unit 1: Entrepreneurship:

Repeated Questions:

1. Differentiate between entrepreneurial approach and managerial approach. (W25 - Q.1b, 04 Marks) (S25 - Q.1b, 04 Marks) (W24 - Q.1a, 03 Marks) (S22 - Q.1b, 04 Marks)
2. Define Entrepreneurship. (S22 - Q.1a, 03 Marks) (W22 - Q.1a, 03 Marks)
3. Discuss the role of entrepreneur in economic development. (S22 - Q.2c, 07 Marks) (W22 - Q.2c OR, 07 Marks)

Other Important Questions:

1. Interpret why entrepreneurship is so important in today's India. (W23 - Q.1a, 03 Marks)
 2. What are the Characteristics of an Entrepreneur? (S25 - Q.1a, 03 Marks)
 3. Define Entrepreneur and Entrepreneurship. (S23 - Q.1a, 03 Marks)
 4. Define 'Entrepreneurship'. Describe its characteristics. (W24 - Q.1a, 03 Marks)
 5. What is entrepreneurship? Why it is the need of time? (W22 - Q.1a, 03 Marks)
 6. Enlist the basic skills required for an entrepreneur and briefly discuss any one. (S22 - Q.1a, 03 Marks)
 7. Enlist various skills requirements for an entrepreneur. (S22 - Q.2a, 03 Marks)
 8. What are the skills of entrepreneur? (S22 - Q.4a, 03 Marks)
 9. What environment is required to be an entrepreneur? (W24 - Q.1b, 04 Marks)
 10. Compare: Managerial vs. Entrepreneurship approach. (S22 - Q.1c, 07 Marks)
 11. Discuss the stages for creating a new business project report. (W23 - Q.1c, 07 Marks)
 12. Bring out the model for entrepreneurship development and discuss the role of Achievement motivation in entrepreneurship development. (S25 - Q.2c OR, 07 Marks)
 13. Describe the significance in economic growth by impacting entrepreneurship in the young minds in Indian context. (S25 - Q.2c, 07 Marks)
 14. Write a note on Rural entrepreneurs. (S25 - Q.2b, 04 Marks)
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Unit 2: Starting the venture:

Repeated Questions:

1. Explain various methods of generating new business idea. (W24 - Q.1c, 07 Marks) (S22 - Q.1c, 07 Marks)
2. Discuss opportunity recognition. (S23 - Q.2b, 04 Marks) (W24 - Q.2b, 04 Marks)
3. What is Feasibility study? Explain with suitable example. (S22 - Q.2b, 04 Marks)
4. Why presentation of business plan is very important for success of the business? Explain. (S23 - Q.2c OR, 07 Marks) (W24 - Q.2c, 07 Marks) (S22 - Q.2c OR, 07 Marks)
5. Compare venture capital and commercial bank for financing a business. (W22 - Q.3b, 04 Marks) (W23 - Q.2b, 04 Marks) (W24 - Q.3b, 04 Marks)
6. What are the key factors in writing a business plan? (W22 - Q.2c, 07 Marks) (W24 - Q.2c OR, 07 Marks)

Other Important Questions:

1. How the SWOT analysis used to identify business Opportunities. (W24 - Q.1b, 04 Marks)
 2. Types of methods for Generating New Ideas. (S25 - Q.1b, 04 Marks)
 3. List out the sources of generating new ideas. (W24 - Q.2a, 03 Marks)
 4. What are the sources of information for business ideas? (W22 - Q.1b, 04 Marks)
 5. What do you mean by 'creative problem solving'? (S23 - Q.2a, 03 Marks) (W22 - Q.2a, 03 Marks)
 6. Why competitor and industry analysis is a vital step to start business? (W24 - Q.2b, 04 Marks)
 7. Explain the importance of different feasibility study for any Organization to start new business. (S23 - Q.1c, 07 Marks)
 8. Enlist important parameters of feasibility study for a business. (W22 - Q.3a, 03 Marks)
 9. Explain the term 'Market Feasibility' in brief. (S22 - Q.2a, 03 Marks)
 10. Write a note on market feasibility of a project. (S22 - Q.4c, 07 Marks)
 11. Explain Financial feasibility during starting the venture. (W24 - Q.2c, 07 Marks)
 12. How business plan differs from feasibility study? (S22 - Q.2b, 04 Marks)
 13. List any 10 elements of the draft business plan and explain any 3 in details. (S22 - Q.2c, 07 Marks)
 14. Discuss the important of feasibility assessment and preparation of project reports with a suitable case study. (S25 - Q.3c, 07 Marks)
 15. Discuss knowledge and skills required for successful entrepreneur. (S23 - Q.2c, 07 Marks)
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Unit 3: Functional plans:

Repeated Questions:

1. What does 'Man power planning' means? What are the objectives of man power planning? (W24 - Q.3c OR, 07 Marks) (S22 - Q.3c, 07 Marks)
2. Explain cash budget. (W24 - Q.3b, 04 Marks)
3. Why marketing research for the new venture is essential? (W24 - Q.3a, 03 Marks)
4. List out the different stages of financial planning? (W24 - Q.3a OR, 03 Marks)

Other Important Questions:

1. Describe the role of market research to the new venture. (W23 - Q.2a, 03 Marks)
 2. Discuss marketing research for new venture. (W24 - Q.2a, 03 Marks)
 3. Describe steps in preparing a marketing plan. (W22 - Q.2b, 04 Marks)
 4. Why contingency plan is necessary in business planning? (S22 - Q.3b, 04 Marks)
 5. Write a Short Note on "contingency planning" with suitable example. (S25 - Q.3c OR, 07 Marks)
 6. Explore the various factors that influence job design. (W23 - Q.2c, 07 Marks)
 7. What is balance sheet? Why is it useful for an entrepreneur? (W23 - Q.3a, 03 Marks)
 8. What is working capital? Why is it important for any enterprise? (S25 - Q.3b, 04 Marks)
 9. Explain Break even analysis in business. (W24 - Q.3b OR, 04 Marks)
 10. Enlist legal forms of business and explain the limited liability company. (W23 - Q.3a OR, 03 Marks)
 11. Differentiate between Small scale industries and large scale industries? (S25 - Q.3a, 03 Marks)
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Unit 4: Sources of finance and Legal Issues:

Repeated Questions:

1. What is debt financing? How it works in Indian market. (S23 - Q.3c, 07 Marks) (W24 - Q.3c, 07 Marks)
2. Differentiate between licensing and franchising. (S23 - Q.3a OR, 03 Marks) (W24 - Q.3b OR, 04 Marks) (S22 - Q.3b OR, 04 Marks)
3. Explain the importance of copyrights in India. (S23 - Q.4b, 04 Marks) (W24 - Q.4b, 04 Marks) (S25 - Q.3b OR, 04 Marks)
4. Write short note on Patents. (W24 - Q.4c, 07 Marks) (S22 - Q.3c OR, 07 Marks)
5. Explain copy rights. (S23 - Q.3b OR, 04 Marks)
6. Explain the details of a patent application. (W22 - Q.3a OR, 03 Marks) (S25 - Q.3a OR, 03 Marks)
7. Short note on venture capital. (W24 - Q.3c, 07 Marks)

Other Important Questions:

1. Explain IPR, Trademark, Copyright and Trade secrets. (W24 - Q.1c, 07 Marks)
 2. Explain in brief: Patents and trademarks. (S22 - Q.1b, 04 Marks)
 3. Explain five common types of Intellectual Property Rights. (S22 - Q.3b, 04 Marks)
 4. What is difference between Trademarks, Copy right and Patent? (W22 - Q.3c, 07 Marks)
 5. With reference to intellectual property: Define and explain Patent and copyright. (W22 - Q.3c OR, 07 Marks)
 6. With reference to intellectual property; discuss the significance of trademarks and copyrights in India. (W23 - Q.2c OR, 07 Marks)
 7. Write a short note on trademark. (W22 - Q.3b OR, 04 Marks)
 8. Explain the term 'Debt financing'. (W24 - Q.3a OR, 03 Marks) (S22 - Q.3a OR, 03 Marks)
 9. List out financial institutions supporting entrepreneurs. (S23 - Q.3a, 03 Marks)
 10. Role and Importance of Commercial Banks in India. (S23 - Q.3b, 04 Marks) (W24 - Q.3a, 03 Marks)
 11. Write a short note on licensing. (S23 - Q.3c OR, 07 Marks)
 12. Give pros and cons of franchising. (S22 - Q.4b, 04 Marks)
 13. What are finance sources for a business? (W22 - Q.2c OR, 07 Marks)
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Unit 5: Overview of E–business and Collaborative Partnerships:

Repeated Questions:

1. Discussed Challenges of the E-Business Models in India. (S23 - Q.4b OR, 04 Marks) (W24 - Q.4b OR, 04 Marks) (W22 - Q.4b OR, 04 Marks) (W24 - Q.4b, 04 Marks)
2. What are the benefits of E-business in entrepreneurship? (S23 - Q.4a, 03 Marks) (W22 - Q.4a, 03 Marks)
3. What are the different E-business models? Explain any one in details. (S23 - Q.4c, 07 Marks) (S22 - Q.4c OR, 07 Marks)
4. Define B to C, B to B and C to C ecommerce. (S22 - Q.5b, 04 Marks)
5. List out different areas of M-Commerce applications in daily life. (W24 - Q.4a, 03 Marks) (W24 - Q.4a OR, 03 Marks)

Other Important Questions:

1. What is the key differences between traditional commerce and e-commerce? (S22 - Q.4a OR, 03 Marks)
 2. List factors for success in e-commerce. (S22 - Q.4b OR, 04 Marks)
 3. List out the types of e-commerce. (S22 - Q.5a, 03 Marks)
 4. List major eCommerce business models. (S22 - Q.5b OR, 04 Marks)
 5. What are the various applications of E-commerce? (S22 - Q.5a OR, 03 Marks)
 6. How digitization could reduce cost & increase efficiency of business. (S22 - Q.4c OR, 07 Marks)
 7. How Information Technology Improves Business Processes? (W24 - Q.4a, 03 Marks)
 8. Explain the concept of collaborative commerce. (W23 - Q.4a, 03 Marks)
 9. Enlist the various domains of E-commerce uses in daily life. (W23 - Q.4a OR, 03 Marks)
 10. Explain E-Marketplace? Which are the components and benefits of E-Marketplace? (W24 - Q.5c, 07 Marks)
 11. What are the different between E-commerce and M-commerce? (S25 - Q.4a, 03 Marks)
 12. Write advantages and disadvantages of C2C type business model. (S25 - Q.4b, 04 Marks)
 13. List the different business models of E-Commerce with respect to customers and vendors and provide in-depth explanations of at least two of them. (W23 - Q.3c, 07 Marks)
 14. Explain the role and support of E-Commerce in the following applications (i) Jobs and employment sites (ii) Travel. (W23 - Q.3c OR, 07 Marks)
 15. Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention? (W23 - Q.3b OR, 04 Marks)
 16. The public is highly concerned with the safety of e- payment. What are the specific measures put forward in the guidance in this respect? (W23 - Q.3b, 04 Marks)
 17. Explain challenges of E- Business model. (W24 - Q.3c OR, 07 Marks)
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Unit 6: Strategic Initiatives for Technology:

Repeated Questions:

1. Briefly explain the term 'Customer Relationship Management'. (S23 - Q.5a, 03 Marks) (W24 - Q.5a, 03 Marks) (S22 - Q.4a OR, 03 Marks)
2. Discuss benefits and risks of implementation of Enterprise Resource Planning. (S23 - Q.5c, 07 Marks) (S22 - Q.5c, 07 Marks)
3. Benefits and Risks of ERP implementation. (W24 - Q.4c OR, 07 Marks)
4. What are the benefits of implementing ERP system in organization? (W22 - Q.4b, 04 Marks)
5. Describe main components of ERP (Enterprise Resource Planning). (W23 - Q.4b, 04 Marks)

Other Important Questions:

1. Explain various functional areas of CRM. (S22 - Q.5c, 07 Marks)
 2. Briefly write about functional areas of Customer Relationship management. (S22 - Q.4b OR, 04 Marks)
 3. Describe the functional area of Customer Relationship Management. (W24 - Q.4c, 07 Marks)
 4. What are the roles of Customer relationship Manager? (S23 - Q.5b OR, 04 Marks) (W22 - Q.5b OR, 04 Marks)
 5. What are the benefits of customer relationship management? (S25 - Q.4a OR, 03 Marks)
 6. Define: CRM, SRM, PRM and ERM. (W24 - Q.4b OR, 04 Marks)
 7. Briefly discuss the concepts of Supplier Relationship Management and Partner Relationship Management. (S22 - Q.4c OR, 07 Marks)
 8. Explain the concept of Enterprise Resource Planning. (S22 - Q.5a, 03 Marks)
 9. Discuss new product development process. Take an example of electronic consumer goods. (S25 - Q.4c, 07 Marks)
 10. What is partnership deed? (S25 - Q.4b OR, 04 Marks)
 11. Enumerate the government of India Policy for small scale enterprises with examples. (S25 - Q.4c OR, 07 Marks)
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Unit 7: Business Technologies and Decision Support Systems:

Repeated Questions:

1. What are different components and structure of Decision support system? Explain. (S23 - Q.4c OR, 07 Marks) (W24 - Q.4c OR, 07 Marks) (W22 - Q.4c OR, 07 Marks)
2. Explain Cloud computing as business technology. (S23 - Q.4b OR, 03 Marks) (S22 - Q.5b OR, 04 Marks)
3. How AI is transforming E-commerce industry? (S23 - Q.5b, 04 Marks) (W24 - Q.5b, 04 Marks) (W22 - Q.5a, 03 Marks)
4. Briefly explain the components of Decision Support System. (S22 - Q.5b OR, 04 Marks)
5. State the important characteristics of a GDSS in Organization. (S23 - Q.5a OR, 03 Marks) (W24 - Q.5a OR, 03 Marks)

Other Important Questions:

1. What are advanced Decision Support Systems? Name any three. (S22 - Q.3a, 03 Marks)
 2. Classify the Decision support system. (W22 - Q.4c, 07 Marks)
 3. What are the elements of Decision support system? (S25 - Q.5a, 03 Marks)
 4. List out Characteristics and Capabilities of Decision Support System. (W22 - Q.5c OR, 07 Marks)
 5. Write the difference between MIS and DSS. (W22 - Q.5b, 04 Marks)
 6. Explain the features of the group decision support system. (W23 - Q.5b OR, 04 Marks)
 7. Describe the components of the group decision support system. (W23 - Q.5b OR, 04 Marks)
 8. Discuss about geographic information and data visualisation systems. (W23 - Q.4c, 07 Marks)
 9. What are the common features of cloud provider? List the global major cloud providers. (W22 - Q.4b OR, 04 Marks)
 10. What are the major application areas of AI in E-commerce? (W22 - Q.4a OR, 03 Marks)
 11. How AI can supports the new business? Explain with suitable example. (S25 - Q.5b, 04 Marks)
 12. Importance of Artificial Intelligence in Business Technology. (W24 - Q.5c OR, 07 Marks)
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Unit 8: Ethics:

Repeated Questions:

1. Discuss about the Employee monitoring policy with a suitable example. (S23 - Q.5c OR, 07 Marks) (W24 - Q.5c, 07 Marks) (S22 - Q.5c OR, 07 Marks) (W24 - Q.5c OR, 04 Marks)
2. Explain E-mail Privacy Policy. (W24 - Q.5a OR, 03 Marks) (W22 - Q.5a, 03 Marks) (S25 - Q.5a OR, 03 Marks) (W24 - Q.5b, 04 Marks)
3. Briefly discuss about the ethics in information systems. (W24 - Q.5b OR, 04 Marks) (S22 - Q.5a OR, 03 Marks)

Other Important Questions:

1. Discuss in brief Ethical Computer Use Policy. (S22 - Q.5c OR, 07 Marks)
2. Write a short note on ethical computer use policy. (W23 - Q.5a OR, 03 Marks)
3. Write a short note information privacy policy. (W23 - Q.5a, 03 Marks)
4. Explore the necessity of 'E- mail privacy' and 'Internet use' policies. (W23 - Q.5c OR, 07 Marks)
5. Why is ethics important to an entrepreneur? (W24 - Q.5a, 03 Marks)
6. What are the business ethics? What is the difference between Ethical and Legal? (W22 - Q.5c, 07 Marks)
7. What is the importance of explicitly embracing doing business ethically? (S25 - Q.5c OR, 07 Marks)
8. Write down common Ethical Issues for IT Users. (S25 - Q.5b OR, 04 Marks)
9. Describe the benefits and challenges of employee monitoring policies in the workplace. (W23 - Q.5c, 07 Marks)
10. Discussed the advantages and disadvantages of Employee Monitoring Policies at workplace. (W24 - Q.5c OR, 07 Marks)
