

GUJARAT TECHNOLOGICAL UNIVERSITY**BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2023****Subject Code:3161924****Date:18-07-2023****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 Entrepreneur and Entrepreneurship. **03**
 (b) Differentiate between entrepreneurial approach and managerial approach. **04**
 (c) Explain the importance of different feasibility study for any Organization to start new business. **07**
- Q.2** (a) What do you mean by ‘creative problem solving’? **03**
 (b) Discuss opportunity recognition. **04**
 (c) Discuss knowledge and skills required for successful entrepreneur. **07**
- OR**
- (c) Why presentation of business plan is very important for success of the business? **07**
 Explain.
- Q.3** (a) List out financial institutions supporting entrepreneurs. **03**
 (b) Role and Importance of Commercial Banks in India. **04**
 (c) What is debt financing? How it works in Indian market. **07**
- OR**
- Q.3** (a) Differentiate between licensing and franchising **03**
 (b) Explain copy rights. **04**
 (c) Write a short note on licensing. **07**
- Q.4** (a) What are the benefits of E-business in entrepreneurship? **03**
 (b) Explain the importance of copyrights in India. **04**
 (c) What are the different E-business models? Explain any one in details. **07**
- OR**
- Q.4** (a) List out Importance of Collaboration between Organization. **03**
 (b) Discussed Challenges of the E-Business Models in India. **04**
 (c) What are different components and structure of Decision support system? Explain **07**
- Q.5** (a) Briefly explain the term ‘Customer Relationship Management’. **03**
 (b) How AI is transforming E-commerce industry? **04**
 (c) Discuss benefits and risks of implementation of Enterprise Resource Planning. **07**
- OR**
- Q.5** (a) State the important characteristics of a GDSS in Organization. **03**
 (b) What are the roles of Customer relationship Manager? **04**
 (c) Discuss about the Employee monitoring policy with a suitable example. **07**
