

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VI (NEW) EXAMINATION – WINTER 2023****Subject Code:3161924****Date:15-12-2023****Subject Name: Entrepreneurship and E-business****Time: 02:30 PM TO 05:00 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.

		<b>MARKS</b>
<b>Q.1</b>	(a) Interpret why entrepreneurship is so important in today's India.	<b>03</b>
	(b) Distinguish entrepreneurial vs. managerial approach in a business.	<b>04</b>
	(c) Discuss the stages for creating a new business project report.	<b>07</b>
<b>Q.2</b>	(a) Describe the role of market research to the new venture.	<b>03</b>
	(b) Compare 'venture capital' and 'commercial bank' for a financing the business.	<b>04</b>
	(c) Explore the various factors that influence job design.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What is balance sheet? Why is it useful for an entrepreneur?	<b>03</b>
	(b) The public is highly concerned with the safety of e-payment. What are the specific measures put forward in the guidance in this respect?	<b>04</b>
	(c) 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.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Enlist legal forms of business and explain the limited liability company.	<b>03</b>
	(b) Once a company has acquired customer, the key to maximizing revenue is keeping them. Explain how e-commerce is helpful in customer retention?	<b>04</b>
	(c) Explain the role and support of E-Commerce in the following applications (i) Jobs and employment sites (ii) Travel	<b>07</b>
<b>Q.4</b>	(a) Explain the concept of collaborative commerce.	<b>03</b>
	(b) Describe main components of ERP (Enterprise Resource Planning).	<b>04</b>
	(c) Discuss about geographic information and data visualisation systems.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Enlist the various domains of E-commerce uses in daily life.	<b>03</b>
	(b) Explain the importance of customer relationship management (CRM) in today's globally competitive corporate environment.	<b>04</b>

- (c) Discuss the integration of Cloud Computing with Artificial Intelligence. **07**
- Q.5** (a) Write a short note information privacy policy. **03**  
(b) Explain the features of the group decision support system **04**  
(c) Describe the benefits and challenges of employee monitoring policies in the workplace. **07**
- OR**
- Q.5** (a) Write a short note on ethical computer use policy. **03**  
(b) Describe the components of the group decision support system. **04**  
(c) Explore the necessity of 'E-mail privacy' and 'Internet use' policies. **07**

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