

**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER– VI (NEW) EXAMINATION – WINTER 2021****Subject Code:3161924****Date:09/12/2021****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.

**MARKS**

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|------------|---|-----------|
| <b>Q.1</b> | (a) Differentiate between managerial vs. entrepreneurial approach                                     | <b>03</b> |
|            | (b) Types of methods for Generating New Ideas.  | <b>04</b> |
|            | (c) Explain the importance of different feasibility study for any Organization to start new business. | <b>07</b> |
| <b>Q.2</b> | (a) Which are the different Sources of New Ideas.   | <b>03</b> |
|            | (b) How the SWOT analysis used to identify business Opportunities.                                    | <b>04</b> |
|            | (c) Write a Short Note on "contingency planning" with suitable example.                               | <b>07</b> |
|            | <b>OR</b>   |           |
|            | (c) Discussed different factors affecting job design.   | <b>07</b> |
| <b>Q.3</b> | (a) Characteristics of Venture Capital as a source of financing.                                      | <b>03</b> |
|            | (b) Role and Importance of Commercial Banks in India.   | <b>04</b> |
|            | (c) What is debt financing? How it works in Indian market.  | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.3</b> | (a) Write full name (i) SEBI (ii) EPFO (iii) NBFC   | <b>03</b> |
|            | (b) Role of CRM in today's Global Competitive business market.  | <b>04</b> |
|            | (c) What is Enterprise Resource Planning? Explain components of ERP system?                           | <b>07</b> |
| <b>Q.4</b> | (a) List out different areas of M-Commerce applications in daily life.                                | <b>03</b> |
|            | (b) Explain the importance of copyrights in India.  | <b>04</b> |
|            | (c) What is E-Marketplace? Which are the components and benefits of E-Marketplace.                    | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.4</b> | (a) List out Importance of Collaboration between Organization.  | <b>03</b> |
|            | (b) Discussed Challenges of the E-Business Models in India.   | <b>04</b> |
|            | (c) Write down types of E-Commerce Business Models and explain any two with in details.               | <b>07</b> |
| <b>Q.5</b> | (a) Explain E-mail Privacy Policy.  | <b>03</b> |
|            | (b) List out Characteristics and Capabilities of Decision Support System.                             | <b>04</b> |
|            | (c) Importance of Cloud Computing in Business Technology.   | <b>07</b> |
|            | <b>OR</b>   |           |
| <b>Q.5</b> | (a) State the important characteristics of a GDSS in Organization.                                    | <b>03</b> |
|            | (b) Write down common Ethical Issues for IT Users.  | <b>04</b> |
|            | (c) Discussed the advantages and disadvantages of Employee Monitoring Policies at workplace.          | <b>07</b> |

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**GUJARAT TECHNOLOGICAL UNIVERSITY****BE - SEMESTER-VI (NEW) EXAMINATION – SUMMER 2022****Subject Code:3161924****Date:14/06/2022****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.

**MARKS**

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|------------|-----|---|-----------|
| <b>Q.1</b> | (a) | Enlist the basic skills required for and entrepreneur and briefly discuss any one.                    | <b>03</b> |
|            | (b) | Differentiate between entrepreneurial approach and managerial approach.                               | <b>04</b> |
|            | (c) | Explain various methods of generating new business idea.  | <b>07</b> |
| <b>Q.2</b> | (a) | Explain the term 'Market Feasibility' in brief.   | <b>03</b> |
|            | (b) | How business plan differs from feasibility study?   | <b>04</b> |
|            | (c) | List any 10 elements of the draft business plan and explain any 3 in details.                         | <b>07</b> |
|            |     | <b>OR</b>   |           |
|            | (c) | Why presentation of business plan is very important for success of the business? Explain.             | <b>07</b> |
| <b>Q.3</b> | (a) | Write different methods of collecting data from primary sources for marketing planning.               | <b>03</b> |
|            | (b) | Why contingency plan is necessary in business planning?   | <b>04</b> |
|            | (c) | What does 'Man power planning' means? What are the objectives of man power planning.                  | <b>07</b> |
|            |     | <b>OR</b>   |           |
| <b>Q.3</b> | (a) | Explain the term 'Debt financing'.  | <b>03</b> |
|            | (b) | Differentiate between licensing and franchising.  | <b>04</b> |
|            | (c) | Write short note on Patents.  | <b>07</b> |
| <b>Q.4</b> | (a) | Explain disruptive technology in brief.   | <b>03</b> |
|            | (b) | What is E-Business? Explain with a suitable example.  | <b>04</b> |
|            | (c) | What are the different E-business models? Explain any on in details.                                  | <b>07</b> |
|            |     | <b>OR</b>   |           |
| <b>Q.4</b> | (a) | Briefly explain the term 'Customer Relationship Management'.  | <b>03</b> |
|            | (b) | Briefly write about functional areas of Customer Relationship management.                             | <b>04</b> |
|            | (c) | Briefly discuss the concepts of Supplier Relationship Management and Partner Relationship Management. | <b>07</b> |
| <b>Q.5</b> | (a) | Explain the concept of Enterprise Resource Planning.  | <b>03</b> |
|            | (b) | Explain Cloud computing as business technology.   | <b>04</b> |
|            | (c) | Discuss benefits and risks of implementation of Enterprise Resource Planning.                         | <b>07</b> |
|            |     | <b>OR</b>   |           |
| <b>Q.5</b> | (a) | Briefly discuss about the ethics in information systems.  | <b>03</b> |
|            | (b) | Briefly explain the components of Decision Support System.  | <b>04</b> |
|            | (c) | Discuss about the Employee monitoring policy with a suitable example.                                 | <b>07</b> |