

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

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

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

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