

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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|------------|---|-----------|
| 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 |