

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
