

Code: 13A03802

B.Tech IV Year II Semester (R13) Regular &amp; Supplementary Examinations April 2018

**ENTREPRENEURSHIP**

(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

**PART – A**

(Compulsory Question)

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1 Answer the following: (10 X 02 = 20 Marks)

- (a) Define entrepreneurship.
- (b) Differentiate entrepreneur Vs manager.
- (c) Mention the scope of business plan.
- (d) Entrepreneurs realize that every event and each situation is a business opportunity. Comment.
- (e) Define motivation.
- (f) Mention the importance of finance for a new venture.
- (g) List any four contents of joint venture agreement.
- (h) Define venture capital.
- (i) State the advantages of market research.
- (j) Define inventory control.

**PART – B**

(Answer all five units, 5 X 10 = 50 Marks)

**UNIT – I**

2 Explain the characteristics of successful entrepreneur and also discuss about the knowledge and skills required to be an entrepreneur.

**OR**

3 Discuss about ethics and social responsibility of entrepreneurs.

**UNIT – II**

4 Examine the steps involved in business plan preparation and discuss each stage.

**OR**

5 Evaluate the process of market and channel selection, growth strategies and product launching in small business.

**UNIT – III**

6 "Finance is the life blood of business" – Justify the role and importance of finance for a new venture.

**OR**

7 'Highlight the problem that is faced by entrepreneurs in the areas of advertising and sales. Recommend suitable measures to overcome them.

**UNIT – IV**

8 Explain the factor that you should consider while starting a new entrepreneurial location for an industrial unit.

**OR**

9 Discuss about the features and evaluation of joint ventures.

**UNIT – V**

10 Explain the advantages of entrepreneurship in international environment with case study of your choice.

**OR**

11 "Market survey is necessary for an entrepreneur" – Justify.

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