

R19**Code No: 864AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, July/August - 2021****ENTREPRENEURSHIP****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) What are the basic concepts of Entrepreneurship and discuss the process of entrepreneurial development?
- b) Mention the names of any two companies which have started as small enterprises but subsequently grown as giant companies. [8+7]
- 2.a) What are the types of Entrepreneurs and brief on the models of entrepreneurial development?
- b) Briefly explain some entrepreneurial training methods. [8+7]
- 3.a) Explain the procedure for setting up an enterprise.
- b) Brief on the models for opportunity evaluation. [8+7]
- 4.a) What is a Business Plan, state the contents of it?
- b) Explain the institutions initiatives in creation of a new venture. [7+8]
- 5.a) What are MSMEs?
- b) What are the employment opportunities available in MSMEs in India? [7+8]
- 6.a) Briefly explain the Industrial Sickness being faced by MSMEs in India.
- b) What steps are being taken for the management of NPAs in MSMEs? [7+8]
7. Explain the service marketing mix elements, and discuss the pricing, branding for a service enterprise. [15]
- 8.a) What are the strategies to develop Women Entrepreneurs?
- b) Brief on the valuation change in entrepreneurship. [7+8]

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