

R17
Code No: 742AE
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, June/July-2018
ENTREPRENEURSHIP
Time: 3hours
Max.Marks:75

Note: This question paper contains two parts A and B.
 Part A is compulsory which carries 25 marks. Answer all questions in Part A.
 Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A
5 × 5 Marks = 25

1. Give short answers to the following:
 - a) Types of entrepreneurs. [5]
 - b) Internal locus of control [5]
 - c) Franchising [5]
 - d) Copy right [5]
 - e) Tolerance to failure in understanding the growth stage [5]

PART - B
5 × 10 Marks = 50

2. Do entrepreneurs contribute to economic growth? State how do entrepreneurs contribute to economic growth. [10]
- OR**
3. What is the macro view of entrepreneurship? Elaborate on the environmental, financial and displacement school of thought. [10]
4. What factors cause stress among entrepreneurs? How can an entrepreneur deal with such kinds of stress effectively? [10]
- OR**
5. What factors motivate entrepreneurship? Explain the entrepreneurial model for motivation. [10]
6. Explain the different sources for opportunity identification. [10]
- OR**
7. Being creative is essential to be successful entrepreneur. What in your opinion are the major components in the creative process? [10]
8. How safe is innovation in India? Are IPR's effective in protecting innovation? Give examples of cases where there was IPR infringement and companies that won or lost the case. [10]
- OR**
9. Why is industry and competitive analysis important to start a business? What happens if no such analysis is done? [10]
10. What is strategic planning? Explain the major steps in strategic planning. [10]
- OR**
11. How can you build an adaptive firm? Explain the different ways of building adaptive firms. [10]

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