

**R17****Code No: 743SA****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, December - 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.a) Outline the concept of entrepreneurial revolution. [5]
- b) What do you infer from the term "corporate entrepreneurial mindset"? [5]
- c) List out the types of innovation. [5]
- d) Specify the circumstances under which a trademark may be invalidated. [5]
- e) Infer the reasons for the lack of strategic planning. [5]

**PART - B****5 × 10 Marks = 50**

2. Appraise the myths of entrepreneurship and brief on current trends in entrepreneurship. [10]

**OR**

3. Examine the micro view approaches to entrepreneurship and role of entrepreneurship in economic development. [10]

4. Draw a diagram and discuss the components of entrepreneurial motivational model. [10]

**OR**

5. Evaluate the importance of conceptualization of corporate of entrepreneurship strategy. [10]

6. Analyze the steps involved in the creative thinking process and techniques for generating ideas. [10]

**OR**

7. Assess the advantages and disadvantages of acquisition and Franchising. [10]

8. Demonstrate the significance of industry and competitor analysis. [10]

**OR**

9. Elucidate the critical factors that have to be considered in new venture development. [10]

10. Make a detailed assessment of the factors influencing a firm's strategic planning process. [10]

**OR**

11. Discuss the unique managerial concerns of growing ventures and brief on Government initiatives to promote entrepreneurship. [10]

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