

R15**Code No: 724AA****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV 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. Give short answers to the following:

- a) Entrepreneur Vs employee [5]
- b) What is overbearing need for control? [5]
- c) Brain storming [5]
- d) Trade secrets [5]
- e) Strategic planning [5]

PART – B**5 × 10 marks = 50**

2. What is macro view of entrepreneurship? What are the different schools of thoughts that advocate the macro view? [10]

OR3. What are the trends that you observe in the 21st century entrepreneurship? What challenges do you see in the present trend to become an entrepreneur? [10]

4. What is entrepreneurial stress? What are different sources for such stress? [10]

OR

5. What is corporate entrepreneurship? What linkage does the corporate entrepreneurship strategy profound? [10]

6. What is creativity? What are four common phases in creativity process? [10]

OR

7. Explain the different approaches for creating new ventures? [10]

8. What is a business plan? What components does the business plan have? Explain in detail. [10]

OR

9. What are the critical factors for new venture development? Give a suitable example of a new venture which was successful with the critical factors contributing to its success. [10]

10. Explain the unique managerial concerns of growing ventures. [10]

OR

11. Business needs to be adaptable to changing circumstances – what guidelines do you follow to make your business adaptive? [10]

--ooOoo--