

<b>R15</b>
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**Code No: 724AA**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA IV Semester Examinations, January-2018**
**ENTREPRENEURSHIP**
**Time: 3 hours**
**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. Write short notes on the following:
  - (a) Evolution of entrepreneurship. [5]
  - (b) Entrepreneurial ego. [5]
  - (c) Franchising. [5]
  - (d) Trade Mark. [5]
  - (e) Strategic positioning. [5]

**PART - B**
**5 × 10 marks = 50**

2. Examine the major schools of Entrepreneurial thought. [10]
- OR**
3. Describe the Twenty first century trends in entrepreneurship. [10]
4. Identify the common characteristics of an entrepreneur. [10]
- OR**
5. What is Entrepreneurial Stress? List out and explain the sources of stress and strategies to overcome. [10]
- 6.a) What are the major phases in the Creative process.
- b) Discuss the four types of Innovation. [5+5]
- OR**
7. Explain the three most common methods for entering into business for a prospective entrepreneur. State the advantages and disadvantages of each. [10]
- 8.a) What is a Patent? What benefits does it provide?
- b) How much protection does a Copyright provide to its owner? Explain. [5+5]
- OR**
9. Illustrate the critical factors involved for New- Venture development. [10]
10. What is Strategic planning? What are the five basic steps that must be followed in Strategic planning. [10]
- OR**
- 11.a) Point out the stages of development of a New Venture.
- b) List out the factors to be considered by an entrepreneur during the Growth stage of a business venture. [5+5]

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