

Code No: 724AA

R15
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA IV 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.a) Who is Entrepreneur? Explain the essential characteristics. [5]
- b) Explain the Mind set and nature of corporate entrepreneur. [5]
- c) Define Franchising? Explain advantages and disadvantage of Franchising. [5]
- d) What is formulation of the entrepreneurial Plan? [5]
- e) Illustrate Strategic actions in entrepreneurship. [5]

PART - B
5 × 10 marks = 50

2. Explain the revolution impact of entrepreneurship in detail. [10]
- OR**
3. What is entrepreneurship process approach? Explain with suitable approach. [10]
4. Write a note on conceptualization of corporate entrepreneurship Strategy. [10]
- OR**
5. Briefly explain the sustaining corporate entrepreneurship. [10]
6. What do you mean by Entrepreneurial opportunity? Justify the need and significance of opportunity Identification. [10]
- OR**
7. What is entrepreneurial Imagination? Explain the nature and process of creativity. [10]
8. Why is patent required? What can be patented and how? [10]
- OR**
9. Give some instances of infringement of copyright known to you. [10]
10. Explain various Strategic perspectives in entrepreneurship. [10]
- OR**
11. Illustrate the various stages involved in entrepreneurial organizations. [10]

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