

**R15**

Code No: 724AA

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA IV Semester Examinations, December - 2019****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.a) Define 'Entrepreneurship'. [5]
- b) What is entrepreneurial ego? [5]
- c) What are the features of franchising? [5]
- d) What are trademark pitfalls? [5]
- e) What is strategic positioning? [5]

**PART - B****5 × 10 Marks = 50**

2. Explain how entrepreneurial mind set would show its impact on entrepreneurship. [10]
- OR**
3. Explain different phases involved in the evolution of Entrepreneurship. [10]
4. How different types of entrepreneurial motivations would be helpful in corporate entrepreneurship? [10]
- OR**
5. What are the issues of stress in the entrepreneurial journey? [10]
6. Explain the opportunities for launching entrepreneurial ventures. [10]
- OR**
7. Explain the role of imagination and creativity in building a successful Entrepreneur. [10]
8. Explain the steps involved in formulation of entrepreneurial plan? [10]
- OR**
9. Explain the challenges involved in new venture start-up? [10]
10. Explain the strategic perspectives of entrepreneurship with examples. [10]
- OR**
11. Explain the requirements for building the adaptive firms. [10]

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