

R15

Code No: 724AA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**MBA IV Semester Examinations, April/May-2019****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) Briefly describe 'down to earth' type of a successful entrepreneur. [5]
- b) Describe the salient features of individual entrepreneurship. [5]
- c) Define and explain the meaning of Franchising. [5]
- d) Explain the need of intellectual property protection. [5]
- e) What is strategic planning? [5]

PART - B**5 × 10 marks = 50**

- 2.a) Describe the revolutionary impact of entrepreneurship and give few examples.
- b) Explain the process approach of entrepreneurship. [5+5]

OR

- 3.a) Briefly explain the evolution of entrepreneurship.
- b) Elucidate the recent trends in entrepreneurship and highlight with few examples. [5+5]

- 4.a) Explain the importance of risk and stress bearing capacity of an entrepreneur.
- b) What is entrepreneurial ego? And explain its consequences. [5+5]

OR

- 5.a) Describe the importance and nature of corporate entrepreneurial mindset.
- b) Explain the significance of corporate strategy and its sustainability. [5+5]

- 6.a) Describe identification of opportunities for entrepreneurial development.
- b) "Imagination and creativity is important rather the knowledge"-elucidate. [5+5]

OR

- 7.a) Define innovation and explain its importance in entrepreneurship.
- b) Explain different methods to initiate ventures. [5+5]

- 8.a) Explain the importance of trademarks and trade secrets in entrepreneurship.
- b) What are the steps involved in formulating entrepreneurship. [5+5]

OR

- 9.a) Explain the critical factors for new venture development.
- b) What is feasibility criteria approach? And explain its salient features. [5+5]

- 10.a) Elucidate the importance of strategic actions in entrepreneurship development.
- b) What is strategic positioning? And explain its importance. [5+5]

OR

- 11.a) What are the steps to be taken for business stabilization?
- b) Explain the managerial apprehension of growing ventures. [5+5]