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EOE-071

(Following Paper ID and Roll No. to be filled in your Answer Book)

Paper ID : 199371

Roll No.

B.Tech.

(SEM. VII) THEORY EXAMINATION, 2015-16

ENTERPRENEURSHIP DEVELOPMENT

[Time:3 hours]

[Total Marks:100]

Section-A

1. Attempt all parts. All parts carry equal marks. Write answer of each part in short. (2×10=20)
 - (a) What is Total Quality Management?
 - (b) Who is an entrepreneur?
 - (c) List out some successful entrepreneurs in our country.
 - (d) What do you mean by solo operators? Define innovating entrepreneurs?
 - (e) What is project launching?
 - (f) Mention any two forms of business enterprise.

(1)

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- (g) What do you understand by Project Management ?
- (h) What is fixed capital ?
- (i) What is project control ?

Section-B

Attempt any five questions from this section.

(10x5=50)

- 2. Name some of the Financial Institutions, Who help in setting of small scale industry?
What do they see before extending a loan to them?
- 3. Why a cash flow statement is needed? Explain by giving an example. How cash flows can be improved? Suggest some methods.
- 4. How does SWOT analysis help in setting up strategy for small business?
- 5. What is depreciation and why it is charged? why it is called non cash flow?
- 6. Why is it important to be aware of the laws concerning "labour management relations?"
- 7. Discuss the problems of small-scale and cottage industries in India. Suggest remedies.

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- 8. How do lack of financial control and inappropriate marketing cause Sickness.
- 9. What is the role of Government regulation in selection of an enterprise?

Section-C

Attempt any two the following from this section.

(15x2=30)

Mrs. Renu gupta was an intelligent, creative and energetic woman. In spite of being an M.Sc. in chemistry, she was a homemaker. She wants to supplement her family income, but did not want to opt for a job. She met American who was interested in artificial jewelers. She got that jewellery done through local artisans and then showed them to the American friend, who was highly appreciative. Later on few arrangements were made and Renu managed to get few orders from the Americans.

After the success of one order, slowly she started expanding her business in global markets. Together with bank loans and money from friends and relatives, she floated in export markets. Besides

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jewellery, she tried her hand in cane furniture also. she discovered that there was less competition in case of cane furniture. She would hold exhibitions to sell out cane furniture's in domestic markets as well. Through observations, direct interactions with the customers and reading she formed practical ideas about the type that would appeal to western customers. Thus, slowly and gradually she could sell out in domestic as well as in global markets. Later on, she stopped taking part in exhibitions and thus did not allow anyone to see her designs. Only trusted employees were allowed to see the designs and since employees were happy and satisfied, there was no question of any breach of trust.

Case questions:-

10. Identify the working environment of Renu gupta.
11. Identify the advantages of Renu gupta as a woman entrepreneur.
12. Critically examine "think global and act local" in case of Renu gupta.

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