

Code :R7420306

1

IV B.Tech II Semester(R07) Regular Examinations, April 2011
PRINCIPLES OF ENTREPRENEURSHIP
(Mechanical Engineering)

Time: 3 hours

Max Marks: 80

Answer any FIVE questions
All questions carry equal marks

1. Enumerate and discuss the desirable traits of a successful entrepreneurship.
2. Describe various stages involved in product development process.
3. Describe methods and elements required for documenting a business plan.
4. Describe recruitment, motivating and leading a team of employees for new ventures.
5. Discuss strategies related to public issues and rights issues.
6. Describe issues related to market segmentation and product pricing.
7. Describe benefits of ESI act.
8. Write short notes on:
 - (a) Marketing functions
 - (b) Khadi and village industries.

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Answer any FIVE questions
All questions carry equal marks

1. Discuss the chances of a successful
 - (a) Technological entrepreneur.
 - (b) Woman entrepreneur in Indian Economy.
2. Discuss the sources of new ideas for product development.
3. Describe evaluation of business plans from the standpoint of marketing , and organization plans.
4. What are the various sources of capital for new ventures?
5. Enumerate strategies for new venture expansion. How does franchising helps in this aspect.
6. Discuss the issues related to inventory control and quality control.
7. Describe benefits and problems associated with compensation act and bonus act.
8. Write short notes on:
 - (a) Market research
 - (b) District industries centre.

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1. (a) Define terms 'entrepreneur', 'Intrapreneur', 'Entrepreneurship', Entrepreneurship development programme.
(b) Explain Entrepreneurial decision making process.
2. Discuss various methods of generating new ideas and short listing them.
3. Describe documentation process for implementing a business plan.
4. Discuss the nature and impact of internet advertising and e-commerce for new ventures.
5. Discuss the features of joint ventures.
6. Discuss impact of sales promotion and product pricing.
7. Discuss problems and perils in labour legislation.
8. Write short notes on:
 - (a) Distribution channels
 - (b) State financial corporations.

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Answer any FIVE questions
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1. Discuss the differences in traits of a
 - (a) Entrepreneur and manager
 - (b) Entrepreneur and Intrapreneur.
2. What are the techniques in creative problem solving.
3. Discuss the importance of marketing and financial plan for a new business.
4. Discuss desirable controls needed for finance, marketing and sales control.
5. Discuss business expansion strategies with reference to public issue and stock splits.
6. Discuss the selection of production techniques.
7. Describe the problems involved settling disputes and compensation.
8. Write short notes on:
 - (a) Market segmentation
 - (b) National small industries corporation.
