

Code: R7420306

R7**B.Tech IV Year II Semester (R07) Advanced Supplementary Examinations June 2012****PRINCIPLES OF ENTREPRENEURSHIP****(Mechanical Engineering)**

Time: 3 hours

Max Marks: 80

Answer any FIVE questions

All questions carry equal marks

- 1 (a) Enumerate the differences between entrepreneur and manager.
(b) What are the traits desirable for entrepreneur to succeed?
- 2 (a) What are sources of new ideas?
(b) Explain the differences between creativity, innovation and entrepreneurship.
- 3 What is a marketing plan for a new venture? What are the steps for preparing a marketing plan?
- 4 Discuss methods of recreating and motivating teams.
- 5 Discuss new venture expansion strategies and their implications.
- 6 Discuss the role of NSIC for supporting entrepreneurs.
- 7 Discuss selection modes of production techniques and plant layout.
- 8 Write short notes on:
 - (a) Workmen's compensation
 - (b) Product pricing
 - (c) Rights issue versus stock splits.
