

Code: 9A03705

R09

B.Tech IV Year I Semester (R09) Supplementary Examinations, May 2013

ENTREPRENEURSHIP
(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Define entrepreneurship. Substantiate the role of 'entrepreneur' in the process of economic development.
(b) Explain the success stories of two women entrepreneurs.
- 2 (a) How does the entrepreneur help in starting a new venture?
(b) State the procedure involved in product planning and development process.
- 3 (a) Explain the various facts of business plan.
(b) Distinguish between marketing plan and financial plan.
- 4 (a) Explain the various sources of capital.
(b) State the significance of e-commerce and internet advertising in modern business.
- 5 What should be your strategy in starting a new venture? Support your strategy with your arguments.
- 6 (a) What are the factors that affect plant location?
(b) Distinguish between line layout and process layout.
- 7 (a) Explain the functions of marketing manager.
(b) State the role of advertising in modern marketing.
- 8 Give an account of recent trends in entrepreneurship globally.
