

**SS****Code: 9A03705****B.Tech III Year I Semester (R13) Regular Examinations December 2015****ENTREPRENEURSHIP****(Mechanical Engineering)**

Time: 3 hours

Max Marks: 70

Answer any FIVE questions  
All questions carry equal marks

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- 1 (a) What does the government do to encourage or discourage entrepreneurship? Why do they do this?  
(b) Explain the four key elements of entrepreneurship.
- 2 (a) List any six problems faced by first generation entrepreneurs.  
(b) Which are the exercises that stimulate creativity?
- 3 (a) What is a feasibility plan? State any four features of a feasibility plan.  
(b) Explain by giving any four points why market-assessment is needed for an entrepreneur.
- 4 (a) Describe the needs and various sources of finance available for an entrepreneur in India.  
(b) Explain the role of financial institutions, development banks and support agencies in the promotion of entrepreneurship in India.
- 5 (a) Define Franchising. State four features of franchising.  
(b) State the reasons behind creation of joint venture.
- 6 (a) What criteria to be used to select channel of distribution?  
(b) Define product layout. Explain any one product layout.
- 7 (a) Discuss the causes of industrial sickness and explain the measures taken by the government to rehabilitate sick units.  
(b) State four points of difference between Public Ltd and Pvt. Ltd Co.
- 8 (a) Discuss the major barriers to international trade and their impact on the global community.  
(b) Write about fundamental importance of the global venture in today's changing world.

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