

R09**Code: 9A03705**

B.Tech IV Year I Semester (R09) Supplementary Examinations June 2017

ENTREPRENEURSHIP

(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Distinguish between entrepreneur and manager.
(b) Explain the role of entrepreneurship in economic development.
- 2 (a) Describe the procedure to create and start a venture.
(b) Explain various methods of generating ideas in product development.
- 3 Write short notes on:
(a) Writing business plan.
(b) Marketing plan.
(c) Launching facilities.
- 4 (a) Explain record keeping and recruitment procedure for intention of new venture.
(b) Describe internet advertising.
- 5 (a) Enumerate the features and evaluation of joint ventures.
(b) Write short notes on: (i) Franchising, (ii) Public issues.
- 6 (a) List and describe the attributes for selection of plant location.
(b) Distinguish between process layout and product layout.
- 7 (a) Explain ABC inventory control system.
(b) Describe various quantitative techniques in SQE.
- 8 Explain various issues in global entrepreneur ship.
