

Code: 13A03802

R13

B.Tech IV Year II Semester (R13) Advanced Supplementary Examinations July 2017

ENTREPRENEURSHIP

(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

PART - A

(Compulsory Question)

1 Answer the following: (10 X 02 = 20 Marks)

- (a) What is social responsibility?
- (b) What are the sources of new ideas?
- (c) Explain marketing plan.
- (d) Give launching formalities.
- (e) What is meant by angel investment?
- (f) Why do you go for Internet advertising?
- (g) Explain the term franchising.
- (h) Explain stock splits.
- (i) Define inventory control.
- (j) What is meant by sales promotion?

PART - B

(Answer all five units, 5 X 10 = 50 Marks)

UNIT - I

2 List the characteristics of a successful entrepreneur. How does an entrepreneur contribute to the economy and society?

OR

3 Discuss the entrepreneurial decision process in detail.

UNIT - II

4 What are the various methods of writing business plans? Explain them with suitable examples.

OR

5 What are the uses of business plan? List various types of information that may be needed for writing a business plan.

UNIT - III

6 What are the advantages of record keeping? How this is helpful for the financing and managing of new ventures?

OR

7 Discuss the role played by E-commerce and entrepreneurship in managing new ventures. Also write their advantages and limitations.

UNIT - IV

8 Explain in detail the expansion strategies and issues involved in new ventures.

OR

9 How to choose location and layout for a new venture? Also write the issues related to the selection of a layout.

UNIT - V

10 Write a detailed note on plant utilization and maintenance. How this is helpful for the growth of production in the organization.

OR

11 Discuss the global aspects of entrepreneurship. Give suitable examples.