

Code: 9A03705

B.Tech III Year I Semester (R13) Supplementary Examinations June 2017

**ENTREPRENEURSHIP**

(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

Answer any FIVE questions  
All questions carry equal marks

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- 1 (a) Distinguish between entrepreneur and intrapreneur.  
(b) Explain the role of woman in entrepreneur.
- 2 (a) Describe in detail various problem solving techniques in product development.  
(b) Summarize source of new ideas in development process.
- 3 (a) Discuss the nature as scope of business plan.  
(b) Explain financial plan as organization plan.
- 4 (a) Write short note on angel investment.  
(b) Explain the procedure for evaluation of business plan.
- 5 (a) Describe strategies as issues for expansion of a new venture.  
(b) Explain the following terms:  
(i) Franchises.  
(ii) Stock splits.
- 6 (a) Sketch and explain various types plant layouts.  
(b) Explain the procedure and issues related to selection of a plant layout.
- 7 (a) The annual demand for an item is 9000 units. The ordering cost per order is Rs.200/- and inventory carrying cost is 10% per unit per year. Determine: (i) EOQ. (ii) Total inventory cost. Assume material cost is Rs.10 per unit.  
(b) Explain sales promotion and product pricing strategy.
- 8 Write short notes on:  
(a) Global entrepreneurship.  
(b) Selection of production techniques.

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