

Code No: **RT42244B****R13****Set No. 1****IV B.Tech II Semester Regular/Supplementary Examinations, April - 2018****PRINCIPLES OF ENTREPRENEURSHIP****(Automobile Engineering)****Time: 3 hours****Max. Marks: 70***Question paper consists of Part-A and Part-B**Answer ALL sub questions from Part-A**Answer any THREE questions from Part-B************PART-A (22 Marks)**

1. a) Define Entrepreneur. [4]
- b) What is creativity? [3]
- c) Define Record keeping. [4]
- d) What is stock split? [3]
- e) Define product pricing. [4]
- f) Explain salient features of labour legislations. [4]

PART-B (3x16 = 48 Marks)

2. a) Discuss the opportunities for Entrepreneurs in India. [8]
- b) Explain the problems of Women Entrepreneur in India. [8]
3. a) Examine various sources of New Ideas and methods of generating Ideas. [8]
- b) What are the core concepts using for implementing Business Plans? [8]
4. a) Discuss the major types of Internet advertising. [8]
- b) Explain the concept of E-Commerce entrepreneurship. [8]
5. a) What should be essential components of Joint Ventures? [8]
- b) Explain the concept of institutional Support to entrepreneurship. [8]
6. a) Discuss various production techniques of new entrepreneurship. [8]
- b) What are the essentials qualities required for designing the work place? [8]
7. a) Discuss various norms of payment of bonuses for employees as per Act. [8]
- b) Write a note on Indian Factories Act. [8]