

R7

Code: R7420306

B. Tech IV Year II Semester (R07) Supplementary Examinations, March/April 2013

PRINCIPLES OF ENTREPRENEURSHIP

(Mechanical Engineering)

Time: 3 hours

Max. Marks: 80

Answer any FIVE questions
All questions carry equal marks

- 1 Discuss the roles of the following personnel:
 - (a) Entrepreneur.
 - (b) Manager.
 - (c) Intrapreneur.

- 2
 - (a) Discuss on "Sources of New Ideas".
 - (b) Enumerate the steps involved in product planning.

- 3 Write a notes on:
 - (a) Marketing plan.
 - (b) Financial plan.
 - (c) Organizational plan.

- 4
 - (a) Enumerate the significance of E-Commerce in development of enterprise.
 - (b) Discuss the role of internet advertising.

- 5
 - (a) Discuss in brief the features of joint ventures.
 - (b) Explain the concept of stock splits.

- 6 Discuss the detail of:
 - (a) State financial corporation (SFC).
 - (b) National small industries corporation (NSIC).

- 7
 - (a) Suggest your thoughts for plant utilization to its maximum.
 - (b) What factors are to be considered in fixing the product price?

- 8 Explain the following acts:
 - (a) Employees state insurance Act.
 - (b) Workmen's compensation Act.
