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Total Number of Pages: 2

B.Tech
HSSM3401

7th Semester Regular / Back Examination 2016-17

ENTREPRENEURSHIP DEVELOPMENT

BRANCH: MECH, METTA, MME

Time: 3 Hours

Max Marks: 70

Q.CODE: Y142

**Answer Question No.1 which is compulsory and any five from the rest.
The figures in the right hand margin indicate marks.**

Q1 Answer the following questions: (2 x 10)

- a) Differentiate between an Entrepreneur and a Manager.
- b) Write the entrepreneurial process.
- c) How idea is different from opportunity from an entrepreneur point of view?
- d) Write down four problems of small business.
- e) Why is working capital needed?
- f) Explain the concept of marketing in terms of 4 P's.
- g) What do you mean by venture capital?
- h) EDP is a process of grooming enterprise. Explain
- i) What are the sources of new product idea?
- j) How do you classify entrepreneurship?

Q2 What do you mean by external environment analysis? Explain Economic Environment, Social Environment, Technological Environment and Competitive Factors. **(10)**

Q3 a) Outline few important characteristics of which a person should possess to be a successful entrepreneur. **(5)**

b) What is social enterprise? What are the characteristics of social enterprise? **(5)**

Q4 a) How do you identify the business opportunity in Engineering goods Sector and health sector? **(5)**

b) While raising external sources of fund what are the factors the entrepreneur should consider? **(5)**

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Q5 a) Discuss any two state level institutions which promotes the growth of SME **(5)**

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b) Briefly outline the various marketing problems faced by the small scale industries. **(5)**

Q6 a) Explain the problems of HRM an entrepreneur faces in managing an enterprise. **(5)**

b) What is the objective of labour laws in India? Briefly describe various labour laws. **(5)**

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Q7 What are the major causes of industrial sickness? Discuss the criteria to identify industrial sickness in India with special reference to small scale industries. Suggest few remedies and government policies to overcome the sickness. **(10)**

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Q8 Write short answer on any TWO: **(5 x 2)**

a) Role of State Pollution Control Board

b) Components of a business plan

c) Marketing Strategies

d) Commercial Viability of a project

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