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Total Number of Pages: 02

B.TECH
HSSM3401

7th Semester Regular / Back Examination 2015-16

ENTREPRENEURSHIP DEVELOPMENT

BRANCH: MM,MME

Time: 3 Hours

Max marks: 70

Q.CODE: T572

**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) Define Micro, Small & Medium Enterprises in Manufacturing Sector?
- b) Define entrepreneurship.
- c) How idea is different from opportunity from an entrepreneur point of view?
- d) What do you mean by entrepreneurial traits?
- e) What is commercial viability of a project?
- f) Why working capital is needed?
- g) Write four important objectives of HRD.
- h) What is import substitution? Explain with an example.
- i) EDP is a process of grooming enterprise. Explain
- j) Explain the concept of marketing in terms of 4 P's.

- Q2** What are the reasons of industrial sickness? Discuss the criteria to identify industrial sickness in India with special reference to small scale industries. **10**
- Q3** Discuss the various steps involved in the identification and selection of the new business opportunities. **10**
- Q4** What do you mean by external environment analysis? Explain Economic Environment, Social Environment, Technological Environment and Competitive Factors. **10**
- Q5** Briefly discuss the role of various institutions in promoting SME. **10**
- Q6** What do you mean by social stability? Explain how an entrepreneur brings social stability. **10**
- Q7** Discuss briefly the problems of HRM an entrepreneur faces in managing enterprises in SSI. **10**
- Q8** Write short notes on any two: **(5 x 2)**
- a)** Components of business plan
 - b)** Problems of marketing of goods in SSI
 - c)** Process of entrepreneurial development.
 - d)** Financial Management in Small Business