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Total number of printed pages – 2

B. Tech  
HSSM 3401

**Seventh Semester (Special) Examination – 2013**

**ENTREPRENEURSHIP DEVELOPMENT**

**BRANCH : AEIE, AUTO, CHEM, CIVIL, CSE, EC, EEE,  
ELECTRICAL, ETC, IEE, IT, MECH**

**QUESTION CODE : D372**

**Full Marks – 70**

**Time : 3 Hours**

*Answer Question No. 1 which is compulsory and any five from the rest.*

*The figures in the right-hand margin indicate marks.*

1. Answer the following questions : 2×10
- The Government of Odisha has a dedicated Department for the MSME industry sector. Name the Department and the Hon'ble Minister heading the Department.
  - Name two prominent female entrepreneurs of the country. Indicate the fields in which they have excelled.
  - Many a times a stuntman risks his life while performing stunts. How is this risk taking by a stuntman different from or similar to the risk taken by an entrepreneur ?
  - What are the two most significant contributions of an entrepreneur to the society ?
  - What are the key differentiating traits between a successful marketing executive and an entrepreneur ?
  - State four characteristics of an entrepreneurial start-up.
  - An unemployed graduate avails bank loan to buy an auto-rickshaw and gets fully engaged driving the auto-rickshaw on the roads of his home town. He earns a decent living by doing so. Could you classify him as an entrepreneur ? Justify your answer.



P.T.O.

- (h) After hearing a business idea from a student, the concerned faculty commented "this business idea is not scalable". What is the meaning and implication of this remark ?
- (i) What is venture capital ?
- (j) Who is a first generation entrepreneur ?
2. (a) Why do a large no of start-ups fail particularly in the high-tech sector ? 5  
 (b) What is the learning for an entrepreneur from a failed venture ? 5
3. (a) Narrate a step by step approach for an entrepreneurial start up. 5  
 (b) What is a Technical Business Incubator (TBI) and how does it help start-up ventures ? 5
4. "Adherence to time tested principles of good financial management is a key success factor to an otherwise good business idea and business plan." Discuss. 10
5. (a) What are the essential components of a good Business plan ? 5  
 (b) What are the major criteria for determining the bankability of a project ? 5
6. Name two state level government organizations which are mandated to promote the SME sector. What are the services offered by these organizations to help the SME units ? 10
7. (a) State causes of sickness in the SME sector ? 5  
 (b) What remedial measures could be taken to prevent the sickness ? 5
8. Write short notes on any **two** : 5×2  
 (a) Entrepreneurial motivation  
 (b) Environmental pollution and regulatory clearance for new ventures  
 (c) HRM issues faced by a SME unit.

