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Question Paper Code : 31140

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2013.

Seventh/Eighth Semester

Mechanical Engineering

080210061/080340130 — ENTREPRENEURSHIP DEVELOPMENT

(Common to Mechatronics Engineering, Aeronautical Engineering and Fashion Technology)

(Regulation 2008)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Define Entrepreneur.
2. Explain the types of entrepreneurs.
3. What is Thematic Apperception Test?
4. How do you overcome stress? Suggest.
5. Define a small enterprises.
6. List the role of Techno Economic Feasibility Assessment for a project.
7. Define Term Loans.
8. What is PERT/CPM?
9. Suggest measures to correct sickness in small business.
10. State the reason behind diversification.

PART B — (5 × 16 = 80 marks)

11. (a) (i) Differentiate between entrepreneur and Intrapreneur. (6)
(ii) Discuss the Entrepreneurship is Economic growth in India. (10)

Or

- (b) Explain the factors influencing the Entrepreneurial growth in India.

12. (a) Explain the various major motives influencing an entrepreneur's.

Or

- (b) Elucidate the need, scope and objectives, functions of entrepreneurship development programs in India. (16)

13. (a) Describe the steps involved in setting up a new business. Explain how to identify and grab the good business opportunities with example. (16)

Or

- (b) What are the structures normally prescribed in preparing a project report? Explain them assuming to prepare a project on setting up a small scale industry to manufacture bakery products. (16)

14. (a) Describe the needs and various sources of finance available for an entrepreneurs in India. (16)

Or

- (b) Assume that if you are an entrepreneur then how did you manage working capital effectively? Explain. (16)

15. (a) Explain the role of government policy for small scale enterprises in India. (16)

Or

- (b) Write short notes with a suitable corporate example on

- (i) Expansion and Diversification. (4)
(ii) Joint venture. (4)
(iii) Mergers and Acquisition. (4)
(iv) Sub contracting. (4)