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Question Paper Code : 72198

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2017.

Seventh/Eighth Semester

Mechanical Engineering

MG 6071 — ENTREPRENEURSHIP DEVELOPMENT

(Common to Automobile Engineering, Industrial Engineering, Industrial Engineering and Management, Mechanical Engineering, Mechanical and Automation Engineering, Mechatronics Engineering, Production Engineering, Robotics and Automation Engineering and Electronics and Communication Engineering)

(Regulations 2013)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who is a socialpreneur?
2. What is 'Business environment'?
3. What do you mean by 'Venture Capitalist'?
4. Write short notes on 'Break-even'.
5. What do you mean by industrial cluster?
6. Who is an 'Angel investor'?
7. What is 'franchising'?
8. Explain in brief any two types of family business.
9. Write short notes on 'Start up India' project of the Government of India.
10. Differentiate between 'Acquisition' and 'Diversification'.

PART B — (5 × 16 = 80 marks)

11. (a) List and explain the various types of Entrepreneurs and their characteristics.

Or

- (b) Critically discuss the role of entrepreneurs in contributing to the economic growth of India.

12. (a) What are the major motivations for start-ups movement in India? Explain with case studies.

Or

- (b) Discuss the role of creativity and innovation in generating ideas for a new Business projects citing examples.

13. (a) Sketch and discuss the business ownership structure in private commercial enterprises in India citing examples.

Or

- (b) Discuss the role of market survey, research and feasibility tests in Setting up new business projects.

14. (a) Enumerate the role of financial institutions in growth of IT sector in India.

Or

- (b) What are the various sources of finance opportunities and tax benefits for first generation entrepreneurs in India — Discuss.

15. (a) Discuss the Major policies of the Government of India in facilitating small scale enterprises in India.

Or

- (b) Critically comment on the ethics, values and social responsibility. Write the major challenges faced by the entrepreneurs in highly competitive environment.