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Question Paper Code : 50917

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 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

(Codes/Tables/Charts/ to be permitted, if any, may be indicated)

Answer ALL questions

PART – A

(10×2=20 Marks)

1. What is the role of 'Entrepreneur' in an organization ?
2. How could 'Leech effect' be avoided ?
3. Briefly discuss the 'Good service continuum.
4. Why is minimum viable approach' is important to new ventures ?
5. What do you mean by industrial cluster ?
6. What is 'Corporate Social Responsibility ?
7. What is Media Planning ?
8. Write short notes on 'Start up India' project of the Government of India.
9. Differentiate 'Acquisition' and 'Diversification'.
10. Write short notes on 'Incubators'.



PART – B

(5×16=80 Marks)

11. a) Discuss the characteristics, knowledge and skills that an entrepreneur should possess with examples in the contemporary business landscape.

(OR)

- b) What are the types of entrepreneur ? Explain each with suitable examples.

12. a) Explain the various motivational initiatives of the central and state government to promote entrepreneurship in automobiles sector.

(OR)

- b) Discuss the role played by the Entrepreneurship development institute in promoting entrepreneurship in India.

13. a) Discuss the importance of feasibility assessment and preparation of project reports with a suitable case study.

(OR)

- b) According to A. Schumpeter "The entrepreneurship is essentially a 'creative activity' or it is 'An innovative function'. Discuss the various idea generation techniques that would support the above statement.

14. a) Business model defines what a business does and how it makes money doing that. There is a long list of traditional business models and recent shift to new business models. Write in detail any 2 models that interests you with relevant examples.

(OR)

- b) Elaborate the various sources of funding available for entrepreneurs in automobile sector in India.

15. a) Discuss about how expansion plans, diversification and joint ventures help the growth of the business in auto sector.

(OR)

- b) Enumerate the Government of India policy for small scale enterprises with examples.
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