**20ME706/HS**

**Hall Ticket Number:**

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| **IV/IV B.Tech (Regular) DEGREE EXAMINATION** | | | |
| **January, 2024** | **Mechanical Engineering** | | |
| **Seventh Semester** | **Entrepreneurship Development** | | |
| **Time:** Three Hours | | **Maximum:** 70 Marks | |
| ***Answer question 1 compulsory.*** | | | **(14X1 = 14Marks)** |
| ***Answer one question from each unit.*** | | | **(4X14=56 Marks)** |
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|  |  |  | CO | BL | M |
| 1 | a) | Evolution of the concept of entrepreneurship | CO1 | L1 | 1M |
|  | b) | Meaning of Entrepreneur. | CO1 | L1 | 1M |
|  | c) | Types of entrepreneurs. | CO1 | L1 | 1M |
|  | d) | Factors affecting Entrepreneurial growth. | CO1 | L1 | 1M |
|  | e) | What is the role of project report in enterprise development? | CO2 | L1 | 1M |
|  | f) | What is the significance of geographical location in starting a new business? | CO2 | L1 | 1M |
|  | g) | Why is market research important in identifying business opportunities? | CO2 | L1 | 1M |
|  | h) | What is the difference between Manager and Leader? | CO2 | L1 | 1M |
|  | i) | Name one form of business organization commonly used for startups. | CO3 | L1 | 1M |
|  | j) | Define equity capital. | CO3 | L1 | 1M |
|  | k) | Give an example of a non-banking institution that provides financial support to businesses. | CO3 | L1 | 1M |
|  | l) | Define MSMEs and explain their significance in the Indian economy. | CO4 | L1 | 1M |
|  | m) | What does EOU stands for? | CO4 | L1 | 1M |
|  | n) | Definition of social entrepreneurship. | CO4 | L1 | 1M |
| **Unit-I** | | | | | |
| 2 | a) | Discuss how entrepreneurs contribute to economic development. | CO1 | L1 | 7M |
|  | b) | Outline various stages involved in the entrepreneurial process. Briefly explain the purpose and activities associated with each stage. | CO1 | L2 | 7M |
| **(OR)** | | | | | |
| 3 | a) | Explain various functions of an entrepreneur | CO1 | L1 | 7M |
|  | b) | Discuss various factors affecting entrepreneurial growth. | CO1 | L2 | 7M |
| **Unit-II** | | | | | |
| 4 | a) | Explain how to build and lead an effective team and how to select a balanced team | CO2 | L1 | 7M |
|  | b) | Discuss various factors to be considered while starting a new business. | CO2 | L2 | 7M |
| **(OR)** | | | | | |
| 5 | a) | Explain importance of Market Research and also how to conduct Market Research | CO2 | L1 | 7M |
|  | b) | Explain the process of conducting a market feasibility study for a new business. Discuss the elements that need to be evaluated, including technical, financial and social aspects | CO2 | L2 | 7M |
| **Unit-III** | | | | | |
| 6 | a) | Explain the different forms of business organization and discuss the advantages and disadvantages of each. Provide examples of industries where each form is commonly used. | CO3 | L1 | 7M |
|  | b) | What are various sources from which funds can be raised for Entrepreneurship Development-Explain? | CO3 | L2 | 7M |
| **(OR)** | | | | | |
| 7 | a) | Outline the steps involved in establishing a distribution network for a new business. Discuss the importance of effective distribution in reaching target markets. | CO3 | L2 | 7M |
|  | b) | Discuss the factors that influence product pricing decisions For a new business. | CO3 | L2 | 7M |
| **Unit-IV** | | | | | |
| 8 | a) | Explain the significance of Micro, Small and Medium Enterprises (MSMEs) in the Indian economy. Discuss how MSMEs contribute to employment generation and economic development. | CO4 | L1 | 7M |
|  | b) | Analyse the role of both the central government and state government in promoting entrepreneurship in India. | CO4 | L3 | 7M |
| **(OR)** | | | | | |
| 9 | a) | Discuss the reasons for the growth of women entrepreneurship in India. | CO4 | L2 | 7M |
|  | b) | Define social entrepreneurship and differentiate between various types of social enterprises | CO4 | L2 | 7M |

