

| Guru Nanak Dev Engineering College, Ludhiana | | | |
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| Department of Information Technology | | | |
| Program | B.Tech.(IT) | Semester | 7 |
| Subject Code | PEIT-127 | Subject Title | Engineering Entrepreneurship |
| Mid Semester Test (MST) No. | 1 | Course Coordinator(s) | Dr. Pradeep Jaswal |
| Max. Marks | 24 | Time Duration | 1 hour 30 minutes |
| Date of MST | | Roll Number | |
| Note: Attempt all questions | | | |
| Q. No. | Question | | Marks |
| Q1 | Explain Break-Even Analysis. | | 2 |
| Q2 | What do you understand by window opportunity? | | 2 |
| Q3 | Compare business plan and market plan. | | 4 |
| Q4 | Explain Various steps involved in market planning. | | 4 |
| Q5 | What are the characteristics of market planning. | | 4 |
| Q6 | Explain in detail the different resources of capital in business planning. | | 8 |