

Code No: 126DX**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B.Tech III Year II Semester Examinations, May - 2016****PRINCIPLES OF ENTREPRENEURSHIP****(Civil Engineering)****Time: 3 hours****Max. Marks: 75****Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**(25 Marks)**

- 1.a) Explain the success of business model of Uber and OYO rooms. [2]
- b) How is an entrepreneur different from a Manager? [3]
- c) How would you use internet to market a product like ladies foot wear? [2]
- d) Imagine that you are in fast food business having your operations near JNTU campus. Now that you want to expand your business near to corporate offices, what strategies would you adopt for expansion? [3]
- e) What is the role of Technical Consultancy Organization? [2]
- f) State the need for Khadi and Village Industries commission. [3]
- g) For a mobile phone costing Rs. 55,000 who would be your market segment? Justify. [2]
- h) What is ABC analysis? How does it help in inventory control? [3]
- i) Define available surplus as per payment of bonus act. [2]
- j) When does the liability for payment of compensation to worker arises? [3]

PART - B**(50 Marks)**

2. Explain the different sources of business Idea. [10]
- OR**
3. Who is your role model entrepreneur? Outline the entrepreneur traits of your role model entrepreneur. [10]
 4. What is e-commerce? What advantages do you have when using e-commerce? [10]
- OR**
5. State the different sources of Finance. Explain merits and demerits of different sources of finance. [10]
 6. Explain the role of State financial corporation in development of small entrepreneurs. [10]
- OR**
7. State the objectives and functions of, Small Industries Service Institute. [10]

8. What are the different pricing methods? Explain the pricing strategy for electronic goods. [10]

OR

9. What is channel of distribution? Explain different channels of distribution. [10]

10. Explain the provisions relating to safety as per Factories Act. [10]

OR

11. Define the terms: a) Lay off b) Lock out c) Settlement d) Strike as per industrial dispute act. [10]

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