

Code No: **R194203R**

R19

Set No. 1

IV B. Tech II Semester Regular Examinations, April– 2023

ENTREPRENEURSHIP

(Open Elective)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) Define entrepreneur and explain characteristics of an entrepreneur. [7]
b) What is entrepreneurship? Explain about the significance of entrepreneurship in India? [8]
(OR)
- 2 a) “Entrepreneurs are made or born.” Give your views. [7]
b) “ Entrepreneurship as a Career”- comment this statement. [8]

UNIT II

- 3 a) What is entrepreneurship environment. Explain the major components of entrepreneurship environment. [7]
b) Explain the role of family and Society in Entrepreneurship. [8]
(OR)
- 4 a) “An enterprise exists within an environment.” Comment. [7]
b) Explain the Entrepreneurial process. [8]

UNIT III

- 5 a) Being an entrepreneur is not an easy task. Elucidate the factors which should be taken care of before starting an enterprise. [7]
b) Starting a business includes planning, making crucial financial decisions, and accomplishing a series of legal activities. Discuss. [8]
(OR)
- 6 a) What is Pre – Feasibility Study. Explain the criteria for selection of product. [7]
b) Explain briefly various forms of enterprises based on ownership. [8]

UNIT IV

- 7 a) Explain the internal sources of finance. [7]
b) What do you mean by HR Mobilization. Discuss the sourcing process of HR. [8]
(OR)
- 8 a) Write a note on mobilization of finance and human resources in a business. [8]
b) Illustrate the growth strategies in marketing. [7]

UNIT V

- 9 a) Monitoring is designed to provide constant feedback. Evaluation relies on data generated through monitoring of activities. Comment. [7]
b) Discuss the responsibilities of a small business owner. [8]
(OR)
- 10 a) Explain the role of Sick Industrial Companies (Special Provisions) Act, 1985 in rehabilitation of sick business. [7]
b) Explain various Government remedial measures for prevention of Industrial sickness. [8]



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Set No. 2

IV B.Tech II Semester Regular Examinations, April– 2023

ENTREPRENEURSHIP

(Open Elective)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) Describe the functions of Entrepreneur [7]
b) What are the three primary reasons people become entrepreneurs? [8]
(OR)
- 2 a) What are the primary traits and characteristics of successful entrepreneurs? [7]
b) Assess the role of entrepreneur in economic development? [8]

UNIT II

- 3 a) Define Business environment. What are the factors are influencing Business Environment? [7]
b) Explain the policy measures under Industrial Policy Resolution 1956. [8]
(OR)
- 4 a) What do you mean by International Business. Explain the importance of International Business. [7]
b) Explain various modes of entry into international business and discuss the risks associated therewith. [8]

UNIT III

- 5 a) Explain the characteristics of a sole-trading enterprise. [7]
b) Entrepreneurs are expected to hold three types of capital to acquire success in starting a new venture. Discuss. [8]
(OR)
- 6 a) Explain the practices for creating a budget that supports the project of entrepreneur. [7]
b) Define Project Report. Explain the need and significance of project report. [8]

UNIT IV

- 7 a) Determine the Role of small businesses in Economic Development of India [7]
b) Define Venture Capital. Explain the types of venture capital. [8]
(OR)
- 8 a) Explain the concept of long term, medium-term and short-term finance. [7]
b) Define Operations. Explain the operations planning. [8]

UNIT V

- 9 a) Explain Balanced Scorecard (BSC) developed by Robert S Kaplan and David P Norton. [7]
b) Explain the process of effective management of small businesses. [8]
(OR)
- 10 a) What is business sickness. What are the current guidelines of RBI regarding the incipient Sickness of small businesses. [7]
b) Explain the objectives of monitoring and evaluation of small business. [8]



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Set No. 3

IV B.Tech II Semester Regular Examinations, April– 2023

ENTREPRENEURSHIP

(Open Elective)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) What are the three primary reasons people become entrepreneurs? [7]
b) What are the primary traits and characteristics of successful entrepreneurs? [8]
(OR)
- 2 a) Assess the role of entrepreneur in economic development? [7]
b) Describe the functions of Entrepreneur [8]

UNIT II

- 3 a) Define Business Environment. Explain the internal and external environments of a business. [7]
b) Explain the importance of culture in international business. [8]
(OR)
- 4 a) Discuss the important objectives of Entrepreneurship Development Training. [7]
b) What is industrial policy? Explain the objectives of industrial policy. [8]

UNIT III

- 5 a) Discuss the major sources of product for Business in India. [7]
b) Explain the steps involved in preparation of project report. [8]
(OR)
- 6 a) What is Preliminary Project Report (PPR)? Explain the advantages of preparing PPR. [7]
b) Elaborate the criteria for selection of a product. [8]

UNIT IV

- 7 a) What is the difference between process and facility in Operations? Give some examples for understanding the same. [7]
b) Define Marketing Management. Elaborate the difference between the sales and marketing [8]
(OR)
- 8 a) Define Marketing Channels. Explain the channel functions. [7]
b) Explain the common growth strategies marked in small scale businesses. [8]

UNIT V

- 9 a) Define industrial sickness. Explain the causes of industrial sickness. [7]
b) What are the Signals of Sickness. Explain the Rule of Thumb for Sickness. [8]
(OR)
- 10 a) Explain the external causes of sickness. [7]
b) Explain the consequences of business sickness. Write a note on prevention of sickness. [8]



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Set No. 4

IV B.Tech II Semester Regular Examinations, April– 2023

ENTREPRENEURSHIP

(Open Elective)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks*

UNIT I

- 1 a) What is entrepreneurship? Explain about the significance of entrepreneurship in India? [7]
b) “Entrepreneurs are made or born.” Give your views. [8]
(OR)
- 2 a) “Entrepreneurship as a Career”- comment this statement. [7]
b) Define entrepreneur and explain characteristics of an entrepreneur. [8]

UNIT II

- 3 a) “An enterprise exists within an environment.” Comment. [7]
b) Explain the role of family and Society in Entrepreneurship. [8]
(OR)
- 4 a) Explain the Entrepreneurial process. [7]
b) What is entrepreneurship environment. Explain the major components of entrepreneurship environment. [8]

UNIT III

- 5 a) What is a project report? Explain about its contents? [7]
b) What is Pre – Feasibility Study? Explain the criteria for selection of product. [8]
(OR)
- 6 a) Explain the various steps in formulating a project report? [7]
b) What is a preliminary project report (PPR) and what it contains? [8]

UNIT IV

- 7 a) Explain the process of launching a product in the market. [7]
b) What is Incubation? Explain various incubation services in detail. [8]
(OR)
- 8 a) Define Human Resources. What are the steps are involved in HR mobilization operations plan? [7]
b) Define venture capital. Explain the types of venture capital firms. [8]

UNIT V

- 9 a) Explain the management of an entrepreneurial business. [7]
b) Monitoring is designed to provide constant feedback. Evaluation relies on data generated through monitoring of activities. Comment. [8]
(OR)
- 10 a) Explain the rehabilitation process of The Board for Industrial and Financial Reconstruction, 1987. [7]
b) Explain the role of Industrial Reconstruction Corporation of India (IRCI) in rehabilitation of sick business. [8]

