

Code No: RT42354C

R13

Set No. 1

IV B.Tech II Semester Regular/Supplementary Examinations, April/May - 2019

PRINCIPLES OF ENTREPRENEURSHIP

(Agricultural Engineering)

Time: 3 hours

Max. Marks: 70

Question paper consists of Part-A and Part-B

Answer ALL sub questions from Part-A

Answer any THREE questions from Part-B

PART-A (22 Marks)

1. a) Explain the social responsibility of entrepreneurs. [3]
- b) What is product planning? [4]
- c) What are the elements of marketing plan? [4]
- d) What is E-commerce? [3]
- e) Explain about bonus issues. [4]
- f) What is the role of NSIC? [4]

PART-B (3x16 = 48 Marks)

2. a) What are the opportunities available for entrepreneurs in India? [8]
- b) Explain differences between entrepreneur Vs intrapreneur. [8]
3. a) What are different sources of idea generation for new venture? [8]
- b) Explain the stages of new product development. [8]
4. a) Discuss formalities of new product launching. [8]
- b) Explain the nature and scope of good business plan. [8]
5. a) What are financial controls? Explain different methods of financial control. [8]
- b) Explain the merits and demerits of internet advertising. [8]
6. a) What is market segmentation? How it will help to business? [8]
- b) Explain the different sources of finance for new venture. [8]
7. a) What is the role of SIDBI for development of small business? [8]
- b) Write about workmen's Compensation Act. [8]