

R18

Code No: 157EX

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, December-2023/January-2024

PRINCIPLES OF ENTREPRENEURSHIP

(Common to CE, ME, ECE, MMT, MIE)

Time: 3 Hours

Max.Marks:75

Note: i) Question paper consists of Part A, Part B.

ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.

iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

PART – A

(25 Marks)

- 1.a) Illustrate the Creating and Starting the Venture. [2]
- b) Illustrate about the Sources of New Ideas. [3]
- c) Classify about financial controls in the Business. [2]
- d) Demonstrate how to have a proper Marketing strategy and Sales control. [3]
- e) Explain about Khadhi and Village Industries Commission. [2]
- f) Classify about the functions of Technical Consultancy Organisation. [3]
- g) Define about Plant Utilization and its importance. [2]
- h) Explain about maintenance of plant Utilization. [3]
- i) Outline about the safety procedures. [2]
- j) Recall about the welfare measures in factories ACT. [3]

PART – B

(50 Marks)

- 2.a) Infer about Entrepreneur and his Entrepreneurial Traits and how its important? [5+5]
- b) Discuss the methods of generating ideas. [5+5]

OR

3. Outline how to write a business plan and illustrate a business plan with suitable idea. [10]

- 4.a) Categorize about E-commerce and Entrepreneurship and its importance. [5+5]
- b) Analyze about Internal Advertising. [5+5]

OR

- 5.a) Evaluate about Recruitment and its types of recruitment. [5+5]
- b) Examine the new venture expansion strategies in brief. [5+5]

- 6.a) Evaluate about Small Industries Service Institute (SISI). [5+5]
- b) Describe the role of DICs in promoting entrepreneurship. [5+5]

OR

- 7.a) Inspect about National Small Industries Corporation (NSIC). [5+5]
- b) Brief on the different type of financial institutions support entrepreneurship in India. [5+5]

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8.a) List out how to design the workforce and their uses.

b) Describe the marketing functions.

[5+5]

OR

9. Determine about market segmentation, market research and channels of distribution. [10]

10. Analyze about the Workmen's Compensation Act and its Functions.

[10]

OR

11. Evaluate about Payment of Bonus Act and its Importance to the Employees.

[10]

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QA QA QA QA QA QA QA G

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G