

R18

Code No: 157EX

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, February - 2025

PRINCIPLES OF ENTREPRENEURSHIP

(Common to EEE, CSE, IT, CSIT, CE(SE), CSE(CS), CSE(AI&ML), CSE(DS), CSE(IOT), CSE(N), AI&DS, AI&ML)

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) Describe the entrepreneurial traits to the successful launching of a new venture. [2]
- b) Explain the formalities required for launching a business. [3]
- c) Recall the challenges of managing marketing for startups. [2]
- d) Summarize the key challenges faced during new venture expansion. [3]
- e) Choose the most appropriate financial scheme for a small-scale industry. [2]
- f) Outline the schemes provided by NSIC to support small businesses. [3]
- g) Label the key components of a marketing function. [2]
- h) Describe the objectives of production management. [3]
- i) What are the objectives of the Workmen's Compensation Act in your own words? [2]
- j) Explain the role of the Employees' State Insurance Act in providing social security. [3]

PART – B

(50 Marks)

- 2.a) Criticize the common methods of generating business ideas and suggest improvements.
 - b) Examine the specific evaluation criteria used for judging the feasibility of a business plan. [5+5]
- OR**
- 3.a) Interview a successful entrepreneur and identify the key traits that led to their success.
 - b) Utilize market trends to generate innovative business ideas. [5+5]
- 4.a) Recommend the best practices for writing a business plan.
 - b) Appraise the value of creative problem-solving in addressing market challenges. [5+5]
- OR**
- 5.a) Dispute the claim that internet advertising is the most effective form of marketing for startups.
 - b) Examine the necessity of recruitment planning for new ventures. [5+5]

QA QA QA QA QA QA QA G

6.a) Construct a strategy for utilizing the services of the National Small Industries Corporation (NSIC).

b) Identify the key roles of SFCs in facilitating industrial development in rural areas. [5+5]

7.a) Estimate the potential benefits of collaboration between SIDBI and other financial institutions.

b) Value the role of IDC in fostering innovation in industrial development. [5+5]

8.a) Build a model for designing an efficient workplace layout for optimal production.

b) Discuss the impact of effective inventory control on overall production efficiency. [5+5]

9.a) Make use of market segmentation to identify the target audience for a new product.

b) Deduct insights on quality control challenges from a case study of a manufacturing unit. [5+5]

10.a) Apply the provisions of the Indian Factories Act to enhance workplace safety in an industrial unit.

b) Measure the success of dispute resolution processes under the Industrial Dispute Act. [5+5]

11.a) Choose the most effective dispute resolution mechanism under the Industrial Disputes Act.

b) Explain the significance of including health provisions in labour laws. [5+5]

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G