

**R18**

**Code No: 157EX**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

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

**PRINCIPLES OF ENTREPRENEURSHIP**

**(Common to CE, ME, ECE, MIE, TTE)**

**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) What is brainstorming? [2]
- b) What purpose is served by the business plan? [3]
- c) What is an overdraft facility? [2]
- d) What are the advantages of advertising through the internet? [3]
- e) What is the difference between micro industry and small industry? [2]
- f) What do you understand by refinancing facility? [3]
- g) What is preventive maintenance? [2]
- h) Briefly explain the philosophy behind selective inventory control techniques. [3]
- i) Describe the objective of The Factories Act, 1948. [2]
- j) What is the criteria for eligibility for bonus under The Payment of Bonus Act, 1966? [3]

**PART – B**

**(50 Marks)**

- 2.a) What are the distinguishing features of an entrepreneur? How do they differ from that of a manager?
  - b) Describe Delphi method of generating creative ideas. [6+4]
- OR**
3. Explain in detail the outline of a business plan with suitable illustration. [10]
- 4.a) What are the new opportunities thrown up for entrepreneurs by e-commerce?
  - b) Briefly explain to what you understand by working capital. [6+4]
- OR**
- 5.a) How does segmentation of market enable better marketing control?
  - b) What is equity capital? What is debenture? [5+5]

QA QA QA QA QA QA QA

- 6.a) What are the functions of National Small Industries Corporation Ltd.?  
b) What is the nature of Technical Consultancy Organization in every state? What are its primary functions? [6+4]

- 7.a) What are the objectives of District Industries Centers?  
b) How are entrepreneurs helped by SISIs? [5+5]

- 8.a) Explain why plant layout should consider material handling aspects.  
b) What are the functions performed by marketing channels? [5+5]

- 9.a) What is mark-up pricing? When is this technique of pricing considered appropriate? Explain.  
b) What is batch production? Under which circumstances would this be appropriate? [5+5]

- 10.a) Discuss the features, benefits under ESI act.  
b) What is defined as industrial disputes? [6+4]

11. Explain the various provisions by which employees interests were considered by the Factories Act 1948. [10]

---ooOoo---

QA QA QA QA QA QA QA

QA QA QA QA QA QA QA

QA QA QA QA QA QA QA

QA QA QA QA QA QA QA