

**R19**

**Code No: 762AE**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA II Semester Examinations, February/March - 2024**

**ENTREPRENEURSHIP**

**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) Examine the types of entrepreneurs. [5]
- b) Describe the motivation cycle of entrepreneurial mind-set. [5]
- c) Discuss the techniques for generating ideas. [5]
- d) Describe the term trademark and brief on avoiding trademark pitfalls. [5]
- e) Illustrate the growth strategies in brief. [5]

**PART - B**

**(50 Marks)**

- 2.a) Differentiate between traditional business and startup.
- b) Discuss some of the latest trends in entrepreneurship. [5+5]

**OR**

- 3.a) Explain the process of entrepreneurship with the example.
- b) Is it necessary to start a new company to be entrepreneur? Justify your answer. [5+5]

- 4.a) What are the possible reasons of stress for an entrepreneur? How can entrepreneur overcome these stresses?
- b) What is the most important motivational stimulus for any entrepreneur? [5+5]

**OR**

- 5.a) Describe the theory of motivation applicable for entrepreneurial motivation.
- b) Suppose you are having a successful startup. What will be the requirement for sustaining this startup? [5+5]

- 6.a) What do you mean by divergent thinking? How it helps in generating new ideas?
- b) What is the relation of innovation and creativity? [5+5]

**OR**

- 7.a) What do you mean by franchising? What are the advantages and limitations of franchising?
- b) Discuss the concept of valuation in terms of a startup. How it helps in acquiring a company? [5+5]

- 8.a) What are the essential conditions for getting a patent? What are the benefits of getting patent?
- b) Which type of IP are more suitable for new ventures? [5+5]

**OR**

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9.a) Describe the procedure for formulation of the entrepreneurial plan.

b) Examine the critical factors for new venture development.

[5+5]

10.a) What do you mean by blue ocean strategy?

b) What do you mean by internal growth of a company? How is it used by any startup?

[5+5]

**OR**

11.a) Discuss the government initiatives to promote entrepreneurship.

b) Brief on strategic positioning.

[5+5]

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QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA G

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QA QA QA QA QA QA QA G