

Code No: 138GA

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JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, July - 2023

ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES

(Common to EEE, ME, ECE, CSE, 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) Who is a Fabian entrepreneur? [2]
- b) Briefly discuss the risk-taking characteristics of entrepreneurs. [3]
- c) Why is new venture creation riskier? [2]
- d) What is the purpose of preparing business plan? [3]
- e) What is SICA? [2]
- f) Why is rehabilitation of sick units not always successful? [3]
- g) Why effective delivery of services requires cooperation of the customer? [2]
- h) How does intangible nature of services make marketing of services more challenging? [3]
- i) What is merchandise licensing? [2]
- j) How is women entrepreneurship defined? [3]

PART – B

(50 Marks)

- 2.a) State some of the major problems in implementing EDP.
 - b) What are the primary functions of entrepreneur? [6+4]
- OR**
- 3.a) What are the objectives of EDP?
 - b) Explain the concept of entrepreneurship. [6+4]
- 4.a) Briefly explain the stages in project planning.
 - b) What are the criteria for selecting a viable project in small sector? [5+5]
- OR**
- 5.a) What are the major contents of the business plan?
 - b) Bring out the importance of effective presentation of business plans to stakeholders. [6+4]
- 6.a) What are the external causes of industrial sickness?
 - b) What is the meaning of industrial sickness? [6+4]
- OR**
- 7.a) Explain in detail the remedial measures to overcome sickness in industry.
 - b) Brief on the processor of rehabilitation of sick units. [5+5]

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8.a) What is the role played by digital marketing in services?

b) What are the objectives of pricing?

[5+5]

OR

9.a) How does the economics of logistics affect international trade to a large extent?

b) What is a brand? What is its importance in service marketing?

[5+5]

10.a) What is the present scenario of women entrepreneurship in India?

b) Why is it important to harvest new ventures by promoters at the opportune time? [5+5]

OR

11.a) What are the problems of women entrepreneurs?

b) Explain the concept of business incubators.

[5+5]

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