

R19

Code No: 762AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, February/March - 2025

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) What are the characteristics of an entrepreneur? [5]
- b) What do you understand by entrepreneurial competency? [5]
- c) Discuss the utility of focus group technique for generating new venture ideas. [5]
- d) What is a trademark? Why is it considered intellectual property? [5]
- e) What are the barriers to the growth of women entrepreneurs in India? [5]

PART - B

(50 Marks)

2. List and explain the nature of any four types of entrepreneurships. [10]
OR
- 3.a) What is the role of entrepreneurs in the economic development of society?
b) Who is an entrepreneur according to Schumpeter? [5+5]
- 4.a) What factors influence the motivational cycle of an entrepreneur?
b) How do entrepreneurs look upon risk in business? [5+5]
OR
5. From the light of Abraham Maslow's motivational theory, examine the nature of entrepreneurial motivation and discuss the salience of the various needs in the hierarchy. [10]
- 6.a) What is innovation? Distinguish it from invention.
b) Briefly discuss the advantages and disadvantages of franchising. [5+5]
OR
- 7.a) Describe the various techniques for generating creative ideas in individuals.
b) What is the quintessential nature of creative thinking? [5+5]
- 8.a) What is the nature and characteristics of 'intellectual property'?
b) What are the broad contents of a business plan? [5+5]
OR
- 9.a) What is the relevance of SWOT analysis while formulating entrepreneurial plan?
b) What are trade secrets? Illustrate your answer with some examples. [5+5]

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10. Explain the imperative of strategic choices for an entrepreneur for growth in an environment of uncertainty and competition. [10]

OR

11.a) What are the measures or schemes adopted by the government to promote startups?

b) What are the characteristics of adaptive firms? [5+5]

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