

R18

Code No: 157EX

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, January/February - 2023

PRINCIPLES OF ENTREPRENEURSHIP

(Common to CE, ME, ECE, MMT, 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)

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|------|---|-----|
| 1.a) | Definition of Entrepreneur. | [2] |
| b) | Explain creative problem solving. | [3] |
| c) | Elaborate sources of capital. | [2] |
| d) | How would you use internet to market a product –Explain with example. | [3] |
| e) | Explain the role of Technical Consultancy Organization. | [2] |
| f) | Evaluate the role of small industries development bank of India. | [3] |
| g) | State the inventory controlling technique. | [2] |
| h) | Explain product pricing methods. | [3] |
| i) | State the methods of calculating wages. | [2] |
| j) | Explain available surplus as per payment of bonus act. | [3] |

PART – B

(50 Marks)

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|-----------|--|-------|
| 2.a) | Explain the different sources of business Idea. | |
| b) | State launching formalities of Business Plan. | [5+5] |
| OR | | |
| 3.a) | Discuss the opportunities for Entrepreneurs in India. | |
| b) | Explain Entrepreneurial Traits. Differentiate Entrepreneur Vs Manager. | [5+5] |

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|------|--|-------|
| 4.a) | What is e-commerce? What advantages do you have when using e-commerce? | |
| b) | What should be essential components of Joint Ventures? | [5+5] |

OR

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|------|---|-------|
| 5.a) | Discuss the major types of Internet advertising. | |
| b) | Discuss the issues of marketing and sales promotion towards new ventures. | [5+5] |

QA QA QA QA QA QA QA G

6.a) Explain the role of State financial corporation in development of small entrepreneurs.

b) Briefly explain Industrial Development Corporation (IDC). [5+5]

QA QA QA QA QA QA QA QA QA G

OR

7.a) Explain the schemes and functions of directorate of industries.

b) Explain the role of Technical Consultancy Organization (TCO). [5+5]

8.a) What are the different pricing methods? Explain the pricing strategy for electronic goods.

b) Briefly discuss the selection of production techniques. [5+5]

QA QA QA QA QA QA QA QA QA G

OR

9.a) Discuss various production techniques of new entrepreneurship.

b) Discuss briefly about channels of distribution. [5+5]

10.a) Explain the provisions relating to safety as per Factories Act.

b) Discuss about the evolution of labour legislation act. [5+5]

QA QA QA QA QA QA QA QA QA G

OR

11.a) Discuss various norms of payment of bonuses for employees as per Act.

b) Write a note on salient provisions of welfare issues under Indian Factories Act. [5+5]

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QA QA QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA QA QA G

QA QA QA QA QA QA QA QA QA G