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**B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, APRIL / MAY 2014**

**MECHANICAL ENGINEERING**

**Eighth Semester**

**MG 9072 ENTREPRENEURSHIP DEVELOPMENT**

**(Regulations 2008)**

Time: 3 Hours

Max. Marks 100

Answer ALL the Questions

**PART – A (10 x 2 = 20 Marks)**

1. What are the characteristics of an entrepreneurship?
2. List the economic factors that affect the entrepreneurial growth.
3. State the objectives of entrepreneurial motivation training.
4. Write any two internal and external factors that motivate people to go into business.
5. What are the elements of project formulation?
6. What are the steps involved in identifying business opportunities?
7. State the uses and limitations of Break-Even Analysis.
8. Distinguish between PERT and CPM.
9. What are the symptoms of industrial sickness?
10. List any four content of joint venture agreement.

**PART – B (5 x 16 = 80 Marks)**

11. State and explain the factors affecting entrepreneurial growth in our country.
- 12.a) What is meant by Entrepreneurial stress? State and explain the causes of stress among entrepreneurs and the measures to be followed by them to overcome stress.  
(OR)
- 12.b) What is Entrepreneurial Motivation? Explain the motivational theories of Maslow's and McClelland's.
- 13.a) Briefly explain the classification, characterisation and the importance of small scale industry.  
(OR)
- 13.b) Explain in detail the elements of project formulation.

14.a) What is meant by Capital structure? Discuss the factors determining capital structure and the various sources of long term, short term sources of finance available to the entrepreneurs.

**(OR)**

14.b) Explain the various methods and different types of costing.

15.a) Discuss the various causes and consequences of industrial sickness in India. Suggest the corrective measures for small scale industries.

**(OR)**

15.b) Briefly explain franchising, its types and agreement.