

28/10/13

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B.E / B.Tech (Full Time) DEGREE END SEMESTER EXAMINATIONS, NOV / DEC 2013
MECHANICAL ENGINEERING Semester VI
MG 9072 ENTREPRENEURSHIP DEVELOPMENT
(Regulation 2008)

Time: 3 Hours

Answer ALL Questions

Max. Marks 100

PART-A (10 x 2 = 20 Marks)

1. Define a serial entrepreneur
2. Give two examples of creativity
3. Write the importance of goal setting for an entrepreneur. Give an example
4. Give any two advantages of expanding a business venture through exports
5. What is a feasibility study?
6. What do understand by the term "Break Even Point" (BEP)?
7. Define job rotation with an example
8. What is an e-marketing company? Give an example
9. What is incipient sickness?
10. Write any two ways to develop a current business venture, which is not yielding profits

Part – B (5 x 16 = 80 marks)

- 11 Write an elaborate essay on the difficulties and opportunities faced by women Entrepreneurs in the Indian context .What are the policy measures / initiatives by the Central Government to enhance the growth of women entrepreneurs in India?
- 12 a) Discuss the advantages and disadvantages of Entrepreneurship Development Programmes targeted towards Self Help Groups (SHGs)
(OR)
b) Explain the significance and scope of International Business Management practices for developing family businesses managed by entrepreneurs in India
- 13 a) Formulate a marketing research plan to be followed by entrepreneurs undertaking business in production and marketing of products to niche markets
(OR)
b) Explain the difficulties faced by small business owners in transportation and operational planning efforts in the course of managing their businesses in India
- 14 a) "Human Resource Management Policies and Practices are the keys to business success for any business owner " Substantiate your agreement / disagreement
(OR)
b) Explain the various types of assistance available to business fraternity which are offered by "Technical Consultancy Organisations " (TCOs)
- 15 a) Explain the modern methods to attain sustainability in a business of your own choice. What are the challenges to ensure sustainable business growth and profits?
(OR)
b) Discuss the methodology to be adopted by Governments in the revival and rehabilitation of Sick Industrial Units in India .Offer your suggestions