

B.Tech III Year I Semester (R15) Regular Examinations November/December 2017

ENTREPRENEURSHIP
(Mechanical Engineering)

Time: 3 hours

Max. Marks: 70

PART – A
(Compulsory Question)

- 1 Answer the following: (10 X 02 = 20 Marks)
- (a) Mention the different types of entrepreneur.
 - (b) Discuss the methods of generating ideas.
 - (c) How is business plan evaluated?
 - (d) What are the major components of a marketing plan?
 - (e) Mention the sources of capital for small business.
 - (f) How do you advertise on the internet for free?
 - (g) What is the difference between a joint venture and a consortium?
 - (h) Describe the location criteria for retail and service businesses.
 - (i) Distinguish between inspection and quality control.
 - (j) Write a note on market segmentation.

PART – B
(Answer all five units, 5 X 10 = 50 Marks)

UNIT – I

- 2 Discuss the opportunities for entrepreneurs in India and abroad.
- OR**
- 3 Outline the basic requirements to start a venture? Explain about the sources of new ideas.

UNIT – II

- 4 Elucidate the various features of a business plan?
- OR**
- 5 Formulate the steps in the financial planning process.

UNIT – III

- 6 Discuss the importance of the management team in launching a new venture.
- OR**

- 7 Describe E-commerce with examples.

UNIT – IV

- 8 Discuss the opportunities for diversity in franchising and the challenges of global franchising.
- OR**
- 9 Mention the different types of layout. Briefly describe each.

UNIT – V

- 10 Develop the channels of distribution in marketing.
- OR**
- 11 Write a brief note on global aspects of entrepreneurship.
