

**C 27159**

Name.....

Reg. No.....

**EIGHTH SEMESTER B.TECH. (ENGINEERING) DEGREE EXAMINATION  
MAY 2012**

**IT 04 805 D—ENTREPRENEURSHIP**

Time : Three Hours

Maximum : 100 Marks

*Answer all questions.*

**Part A**

1. List out aspects which differentiate the entrepreneur from the manager.
2. What types of start-ups result from entrepreneurial decision process ?
3. What are the characteristics of a marketing process ?
4. What is product development stage ?
5. What do you mean by balance of payment ?
6. What are the stages of small business growth ?
7. What do you mean by distributional channels ?
8. What is working capital ?

(8 × 5 = 40 marks)

**Part B**

9. Identify key Entrepreneurial feelings and motivations  
*Or*
10. Discuss about the importance of role models and support systems.
11. Discuss about opportunity identification.  
*Or*
12. Discuss about scope and value of business plan.
13. Explain about strategic issues important to an entrepreneur going international.  
*Or*
14. Discuss about the environmental analysis needed for international operation.
15. Identify and explain about the types of financing available.  
*Or*
16. Explain about the types of bank loans.

(4 × 15 = 60 marks)