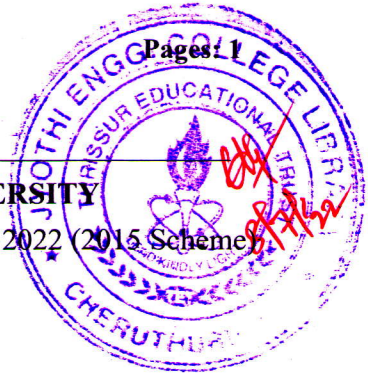


Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Seventh Semester B.Tech Degree Supplementary Examination June 2022 (2015 Scheme)

**Course Code: MR465****Course Name: Entrepreneurship**

Max. Marks: 100

Duration: 3 Hours

PART A*Answer all questions, each carries 5 marks.*

Marks

- | | | |
|---|--|-----|
| 1 | Enumerate the reasons for individuals to become entrepreneurs. | (5) |
| 2 | What are the administrative roles for an enterprise? | (5) |
| 3 | Elucidate the procedures to create a new project report. | (5) |
| 4 | Explain about starting a business venture. | (5) |
| 5 | Write a short note on implementation and growth of business. | (5) |
| 6 | Discuss about Innovation structure of an enterprise. | (5) |
| 7 | Explain the concept of financing of projects and working capital. | (5) |
| 8 | What are the formalities for setting up a small business enterprise? | (5) |

PART B*Answer any three full questions, each carries 10 marks.*

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|----|--|------|
| 9 | a) Relate the role of enterprise in economic development | (10) |
| 10 | a) Write a short note on business opportunity identification. | (10) |
| 11 | a) Discuss in detail the role of business market survey before starting an enterprise. | (10) |
| 12 | a) Define business. Mention the objectives of business enterprise plan. | (10) |
| 13 | a) Investigate the properties of Achievement Motivation. | (10) |

PART C*Answer any two full questions, each carries 15 marks.*

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|----|--|------|
| 14 | a) Discuss about Time Management Creativity. Discuss different methods for effective management. | (15) |
| 15 | a) Sketch the four quadrants of the Eisenhower Matrix. | (8) |
| | b) List the significance of Eisenhower Matrix to increase productivity. | (7) |
| 16 | a) Explain about Venture capital. | (8) |
| | b) Mention venture capital funding process. | (7) |
| 17 | a) Investigate about Technology Transfer. | (8) |
| | b) Explain Break Even Analysis. | (7) |
