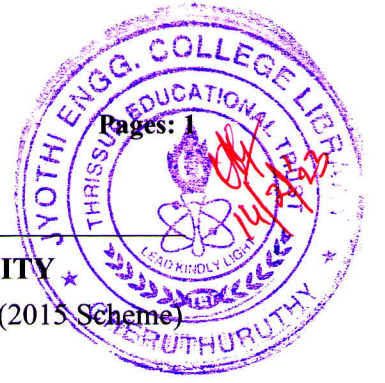


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Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Seventh Semester B.Tech Degree (S, FE) Examination January 2023 (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 | What is meant by business opening? How do you screen various opportunities? | (5) |
| 2 | Differentiate between Entrepreneur and Manager | (5) |
| 3 | What are the things to be avoided while conducting a market survey | (5) |
| 4 | What are the different strategies of starting a business venture? | (5) |
| 5 | Explain the role of market survey in the business. | (5) |
| 6 | Discuss briefly about stages of small business growth | (5) |
| 7 | Write short note on innovation process | (5) |
| 8 | How effectively the time can be managed? Explain briefly about the methods. | (5) |

PART B

Answer any three full questions, each carries 10 marks.

- | | | |
|----|--|------|
| 9 | Explain entrepreneurial process and its relevance. | (10) |
| 10 | What is market survey? What are things to be focused during market survey? | (10) |
| 11 | The most important aspect of a business venture is selection of location. Justify the statement. | (10) |
| 12 | What are the fundamental functions of management? Explain in detail. | (10) |
| 13 | Why is business plan important and what should we include in it.? | (10) |

PART C

Answer any two full questions, each carries 15 marks.

- | | | |
|----|--|------|
| 14 | Write a short note on Technology Acquisition with relevant examples | (15) |
| 15 | Explain about the different etiquettes for starting small scale business. | (15) |
| 16 | What is breakeven analysis? Explain with examples. | (15) |
| 17 | What are the venture capital and other equity support available in carrying out entrepreneurship successfully? | (15) |
