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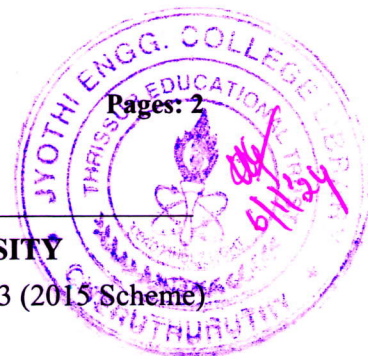
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Reg No.: _____

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APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Seventh Semester B.Tech Degree (S, FE) Examination December 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 Enumerate the decision process that individuals follow to become entrepreneurs. (5)
- 2 Explain any five essential characteristics of an entrepreneur. (5)
- 3 What are the main steps to prepare a project report for the business? (5)
- 4 What are the six hungry start-up strategy choices for starting a venture? (5)
- 5 Mention the advantages and limitations of franchising. (5)
- 6 Write short notes on technology acquisition for small units. (5)
- 7 What are the components of break-even analysis? How it is calculated? When is break-even analysis used? (5)
- 8 Define technology transfer. Outline the different types of technology transfer. (5)

PART B

Answer any three full questions, each carries 10 marks.

- 9 Elucidate the role of entrepreneurs in the economic development of a country. (10)
- 10 Explain in detail the managerial functions for enterprise. (10)
- 11 Enumerate the process of business opportunity identification and evaluation. (10)
- 12 Explain the feasibility and viability of a project assessment of risk in the industry. (10)
- 13 a) Explain the process of starting a new venture with the help of a block diagram. (6)
b) Elucidate the barriers to entrepreneurship in an economic environment. (4)

PART C

Answer any two full questions, each carries 15 marks.

- 14 a) Define sub-contracting system. Mention its advantages and limitations. (7)
b) Describe the steps involved in technology acquisitions for small units. Plot the technology acquisition chain and explain. (8)

- 15 Mention the top most strategies used for the growth of small-scale enterprise. (15)
- 16 Explain the formalities to be completed for setting up a small scale uniform of organizations for small scale units with the help of a flowchart. (15)
- 17 a) Describe venture capital. Discuss the funding process in the venture capital. (7)
- b) Explain in detail about break-even analysis and economic ratios. (8)
