R13

B.Tech IV Year II Semester (R13) Advanced Supplementary Examinations July 2017
ENTREPRENEURSHIP
(Mechanical Engineering)

Time: 3 hours   Max. Marks: 70

PART - A
(Compulsory Question)
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1   Answer the following: (10 X 02 = 20 Marks)
   (a)   What is social responsibility?
   (b)   What are the sources of new ideas?
   (c)   Explain marketing plan.
   (d)   Give launching formalities.
   (e)   What is meant by angle investment?
   (f)   Why do you go for Internet advertising?
   (g)   Explain the term franchising.
   (h)   Explain stock splits.
   (i)   Define inventory control.
   (j)   What is meant by sales promotion?

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

UNIT - I

2   List the characteristics of a successful entrepreneur. How does an entrepreneur contribute to the economy and society?

OR

3   Discuss the entrepreneurial decision process in detail.

UNIT - II

4   What are the various methods of writing business plans? Explain them with suitable examples.

OR

5   What are the uses of business plan? List various types of information that may be needed for writing a business plan.

UNIT - III

6   What are the advantages of record keeping? How this is helpful for the financing and managing of new ventures?

OR

7   Discuss the role played by E-commerce and entrepreneurship in managing new ventures. Also write their advantages and limitations.

UNIT - IV

8   Explain in detail the expansion strategies and issues involved in new ventures.

OR

9   How to choose location and layout for a new venture? Also write the issues related to the selection of a layout.

UNIT - V

10   Write a detailed note on plant utilization and maintenance. How this is helpful for the growth of production in the organization

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OR

11   Discuss the global aspects of entrepreneurship. Give suitable examples.

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