

Code No: 136EZ**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech III Year II Semester Examinations, November/December - 2020****ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES****(Common to CE, EEE, ME, ECE)****Time: 2 hours****Max. Marks: 75****Answer any five questions
All questions carry equal marks**

- 1.a) Define entrepreneurship. Explain types of entrepreneurs. [7+8]
b) Explain the process entrepreneurial development.
2. Explain the venture creation process. What are the characteristics of individuals who initiate a new venture? [15]
- 3.a) Define a sick unit? Explain process and Rehabilitation of Sick Units.
b) How can you identify industrial sickness and also explain the Preventing Sickness in Enterprises. [7+8]
- 4.a) Explain the new techniques in marketing.
b) Discuss the essential marketing mix of services in organizations. [7+8]
- 5.a) Discuss Strategies to develop Women Entrepreneurs in India.
b) "Women entrepreneurs are successful" Justify with suitable example. [7+8]
6. Discuss the factors in services marketing. [15]
7. Define Business Plan. Enumerate the contents in a business plan. [15]
- 8.a) Elaborate the Strategic Growth in Entrepreneurship.
b) Explain the advantages of Business Incubation. [7+8]

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