Code No: 138GA **R16**

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
B. Tech IV Year II Semester Examinations, December - 2020
ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES
(Common to EEE, ME, ECE, CSE, IT, MMT, MIE)

Time: 2 Hours **Max. Marks: 75**

Answer any Five Questions
All Questions Carry Equal Marks
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1.a) What are the salient entrepreneurial competencies?
b) What are the compelling motivations for entrepreneur? [7+8]

2.a) How do you identify the training needs of entrepreneur?
b) What is the role of 'experiential learning' in training of entrepreneur? [7+8]

3. What is a business plan? What is the primary intention of preparing business plan? What are its major contents? [15]

4.a) What are the incentives provided by State governments for promoting new ventures?
b) What is venture capital? [10+5]

5. Evaluate and critically the role of government in prevention of sickness in industry. [15]

6. What are the unique problems of small industrial units? [15]

7.a) Explain the difference between 'cost-based pricing' and 'competitive pricing'.
b) What are the advantages of digital marketing? [8+7]

8.a) What is the need for early harvest of 'fruits of the venture' by entrepreneurs of new ventures?
b) Examine the role of the Federation of Indian Women Entrepreneurs in promotion of women entrepreneurship in our country. [10+5]

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