Code No: 138GA **R16**

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

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

Answer any Five Questions
All Questions Carry Equal Marks
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1.a) Describe the process of developing entrepreneurial competencies.
b) What is meant by entrepreneur? [15]

2.a) What are the phases of entrepreneurship development programmes?
b) What are the objectives of EDPs? [15]

3.a) To whom do you present the business plan? What is the importance of good oral presentation of business plan?
b) What factors inhibit the entrepreneurial mobility? [15]

4.a) What are the objectives of writing business plan?
b) What do you understand by 'project identification'? [15]

5.a) What are the symptoms of industrial sickness?
b) What are the external causes of industrial sickness? [15]

6. What are the elements of marketing mix? What are the additional elements in case of service marketing? Explain briefly each of these. [15]

7.a) What are the challenges of international marketing?
b) What is 'cost based' pricing? [15]

8.a) Explain how price/earnings ratio method of valuation works.
b) List out five Indian institutions that facilitate entrepreneurship and entrepreneurship development. [15]

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