

R16

Code No: 138GA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, July - 2021

ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES

(Common to EEE, CSE, IT)

Time: 3 hours

Max. Marks: 75

**Answer any Five Questions
All Questions Carry Equal Marks**

- 1.a) Define Entrepreneurship. Write about the evolution of the term entrepreneur along with examples.
- b) What are the different competencies of entrepreneurial development? Describe them.[8+7]

- 2.a) Discuss different models for entrepreneurial development along with their limitations.
- b) “Without vision, the people perish. Without entrepreneurship, the economy and business stagnate”. Discuss the statement. [7+8]

3. Explain marketing, production, financial and operational plans in Business Plan with suitable example. [15]

- 4.a) What are the Preventing measures for overcoming Sickness in Enterprises? Explain.
- b) Identify different initiatives of T-Hub with other Institutions to develop entrepreneurship. Explain. [7+8]

- 5.a) Discuss how poor production management leading to industrial sickness.
- b) Explain the reasons for sickness of most of the small business enterprise in India. [7+8]

- 6.a) What are the essential Marketing Mix of Services? Explain each mix with suitable example.
- b) Identify latest techniques in Marketing Management for development of Enterprises and explain them. [8+7]

- 7.a) Discuss different strategies for Rehabilitation of Sick Units.
- b) Elucidate how to implement valuation challenge in the Entrepreneurship? Explain.[7+8]

- 8.a) Discuss how different Institutions supporting will help for developing of Women Entrepreneurship in India.
- b) Identify some important Strategies to develop Women Entrepreneurs in India. Describe them. [8+7]

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