

R16

Code No: 138GA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, September - 2020

ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES

(Common to EEE, CSE, IT)

Time: 2 Hours

Max. Marks: 75

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

- 1.a) What are the approaches to training entrepreneurs?
- b) What is the importance of capacity building of entrepreneurs? [7+8]
- 2.a) What are the motivational drives of an entrepreneur?
- b) What are the elements of entrepreneurial competencies? [8+7]
- 3.a) What are the aspects to be considered in oral presentation of business plan to stakeholders?
- b) What are the points to be considered while analyzing financial viability? [8+7]
- 4.a) What is feasibility study?
- b) What is the role played by State Industrial and Technical Consultancy Organizations in promotion of new ventures? [5+10]
- 5.a) How do you identify 'incipient industrial sickness'?
- b) Why do rehabilitation measures prove unequal to the task? [7+8]
- 6.a) Why most of the small-scale ventures succeed being captive ancillary to medium or large-scale industries?
- b) How can large scale sickness in industries be prevented? [7+8]
7. Explain the briefly 7 'P's of Service Marketing. [15]
- 8.a) How can patent regime enable growth of ventures?
- b) What are the problems in valuation of new ventures? [8+7]

---ooOoo---