

**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 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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