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Code No: 157SH

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year I Semester Examinations, February/March - 2022

ENTREPRENEURSHIP

(Electrical and Electronics Engineering)

Time: 3 Hours

Max. Marks: 75

Answer any Five Questions
All Questions Carry Equal Marks

- 1.a) Define Entrepreneur. Give the Classification of Entrepreneurs.
- b) What are the skills required by an Entrepreneur? How are they developed? [7+8]
- 2.a) What is meant by Opportunity Analysis? Describe the main factors to be considered for opportunity analysis.
- b) Give the role of Central and State Government in promoting Entrepreneurship. [8+7]
- 3.a) Discuss about the challenges of MSMEs.
- b) Explain the process involved in Rehabilitation of Sick Units. [8+7]
- 4.a) Describe the Key Success Factors in Service Marketing.
- b) What is Branding? Give its importance in Marketing. [8+7]
- 5.a) Explain Strategic perspectives in Entrepreneurship.
- b) What are the Strategies to develop Women Entrepreneurs? [8+7]
- 6.a) List and Explain the contents of Entrepreneurial Training and brief on training methods.
- b) What is the different The Valuation Challenge in Entrepreneurship? [8+7]
- 7.a) Discuss the procedure involved in setting up an Enterprise.
- b) How to prevent Enterprises from falling into Sickness? Explain. [7+8]
- 8.a) Determination of the price of a product is a very crucial decision. Why? Justify your answer.
- b) Describe the purpose of a business plan and brief on contents of a business plan of your choice. [8+7]

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