

**Code No: 157SH****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****B. Tech IV Year I Semester Examinations, July/August - 2022****ENTREPRENEURSHIP****(Electrical and Electronics Engineering)****Time: 3 Hours****Max. Marks: 75****Answer any Five Questions  
All Questions Carry Equal Marks**

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- 1.a) What are the classifications of entrepreneurs? Based on the classification, describe the types of entrepreneurs.
- b) What are the objectives of entrepreneurial development programmes? [8+7]
- 2.a) What are the factors that motivate an entrepreneur?
- b) Explain McDellands theory of entrepreneurship. [8+7]
- 3.a) What are SFCs? Evaluate their role in development of enterprises.
- b) Why, and for whom, a business plan is necessary? [8+7]
- 4.a) What is the role played by industrial development corporations in states in development of small enterprises?
- b) What are the enabling factors making India, an attractive place for startups in recent times? [8+7]
- 5.a) What are the stumbling blocks to growth of an enterprise?
- b) How do small enterprises go sick? What causes their sickness? [8+7]
- 6.a) What are the problems in scaling up a small enterprise, matching it, at the pace of its rise in market demand?
- b) What are the roles of lenders and bankers in rehabilitation of sick units? [8+7]
- 7.a) What are the unique problems of service marketing?
- b) Explain the concept of pricing, on the basis of marginal costing. When do you consider that strategy appropriate? [8+7]
- 8.a) What is the role played by information technology in facilitating business opportunities?
- b) What are incubation centres? How are they useful to small entrepreneurs? [8+7]

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