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Question Paper Code : Q 2310

B.E./B.Tech. DEGREE EXAMINATION, NOVEMBER/DECEMBER 2009.

Sixth Semester

Mechanical Engineering

ME 1020 — ENTREPRENEURSHIP DEVELOPMENT

(Common to Eighth Semester - Mechatronics Engineering, Production Engineering and Mechanical Engineering)

(Regulation 2004)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Explain David McClelland's "Need for Achievement's" relevance to entrepreneurship.
2. Write a note on Excise duty and Sales tax.
3. What situations have led to entrepreneurship in organizations?
4. Why do small businesses become sick?
5. List out any four sources of finance.
6. Why is calculating BEP important for entrepreneurs?
7. What is working capital?
8. Briefly explain the different types of start-ups.
9. Define entrepreneurship.
10. How is TAT used to measure the potential entrepreneurial characteristics in persons?

PART B — (5 × 16 = 80 marks)

11. (a) Explain how entrepreneurship has influenced the economic development of nations in recent years.

Or

- (b) Describe how innovation is important as a dimension of entrepreneurship.
12. (a) Explain the major components of a feasibility plan.

Or

- (b) Describe the elements of a marketing plan and how they relate to the market survey and research.
13. (a) Explain the role of financial institutions, development banks and support agencies in the promotion of entrepreneurship in India.

Or

- (b) How should an entrepreneur use the PERT & CPM techniques in selecting a project when more than one project is available?
14. (a) What are the objectives of Entrepreneurship Development Programs? How far they are successful in India?

Or

- (b) Explain David McClellan's Need for Achievement training and its relevance to entrepreneurship.
15. (a) What are the four major types of growth strategies adopted by industrial units?

Or

- (b) Explain the government policy initiatives for promotion of small scale business in our country.