

Reg. No. :

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Question Paper Code : 70934

B.E./B.Tech. DEGREE EXAMINATIONS, NOVEMBER/DECEMBER 2023.

Sixth/Seventh/Eighth/Ninth Semester

Automobile Engineering

MG 8091 — ENTREPRENEURSHIP DEVELOPMENT

(Common to : Industrial Engineering / Industrial Engineering and Management /
Mechanical Engineering / Mechanical Engineering (Sandwich) / Mechanical and
Automation Engineering / Mechatronics Engineering / Production Engineering /
Robotics and Automation)

(Regulations 2017)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Enlist the types of entrepreneurs.
2. Write about few entrepreneurial skills.
3. What are the factors which affect the environment of business?
4. What is Achievement Motivation Training?
5. What is project formulation?
6. Write few uses of undertaking market survey.
7. What are the sources of finance for entrepreneurs?
8. What is Break even point?
9. Write a short note about, "Business Incubators".
10. What are the benefits of a Joint Venture?

PART B — (5 × 13 = 65 marks)

11. (a) Discuss the entrepreneurial traits needed to achieve success in business. How have these traits helped entrepreneurs, attain success. Give an example.

Or

- (b) Discuss the purpose and need of fostering entrepreneurship which facilitates economic development of a country.

12. (a) Describe various measures essential in managing stress among entrepreneurs along with its pros and cons.

Or

- (b) Describe about various entrepreneurship development training institutions which are creating new business owners.

13. (a) Explain in detail the issues faced in the preparation of preliminary project reports.

Or

- (b) Explain in detail the steps involved in setting up a business. Give your suggestions.

14. (a) Discuss the challenges faced by entrepreneurs in the Management of working capital. Provide your suggestions to overcome them.

Or

- (b) Discuss the role of financial institutions in sourcing and facilitating the financial requirements of entrepreneurs.

15. (a) Write an elaborate essay on the current policy of the Government for small scale enterprises.

Or

- (b) Write in detail regarding the growth strategies followed by successful business owners in the small scale industries in the Indian context.

PART C — (1 × 15 = 15 marks)

16. (a) Highlight the various reasons which lead to industrial sickness in small scale business with suitable illustrations.

Or

- (b) Analyse the need and importance of market survey and research in launching a new product in the market by newly aspiring business owners.
-