Question Paper Code : 41448

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B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2018
Seventh/Eighth Semester
Automobile Engineering
MG 6071 – ENTREPRENEURSHIP DEVELOPMENT
Common to Electronics and Communication Engineering/
Industrial Engineering/ Industrial Engineering and Management/
Mechanical Engineering/ Mechanical and Automation Engineering/
Mechatronics Engineering/ Production Engineering/
Robotics and Automation Engineering
(Regulations 2013)

Time : Three Hours   Maximum : 100 Marks

Answer ALL questions

PART – A   (10×2=20 Marks)

1. Who is an entrepreneur ?

2. List the types of entrepreneurs.

3. What is thematic apperception test ?

4. Write the major motives influencing entrepreneurs.

5. Distinguish between small and large enterprise.

6. Classify small business enterprise.

7. What are term loans ?

8. What is the significance of break even analysis ?

9. Write the demerits of joint ventures.

10. What is the advantage of sub-contracting ?

PART – B   **(5×16=80 Marks)**

11. a) Explain the various factors affecting entrepreneurial growth with an example for each.

(OR)

b) Discuss the characteristics of entrepreneur with suitable examples.

12. a) Describe the procedural steps in designing an achievement motivation training program with an example.

(OR)

b) Discuss the needs and objectives of an entrepreneurship development program with examples.

13. a) Describe the steps involved in setting up a business with an example.

(OR)

b) Explain the methods of project appraisal for entrepreneurial enterprise with examples.

14. a) Describe the factors determining capital structure with examples in an entrepreneurial enterprise.

(OR)

b) Explain the management of working capital of an entrepreneurial enterprise with examples.

15. a) Discuss the causes and consequences of industrial sickness in small entrepreneurial enterprise with examples.

(OR)

b) Explain the New Small Enterprise Policy 1991 ratified by the Indian Government toward policy for small scale entrepreneurial enterprise.

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