

Code No: R194203R

R19

Set No. 1

IV B.Tech II Semester Advance Supplementary Examinations, July-2023

ENTREPRENEURSHIP

(Open Elective)

Time: 3 hours

Max. Marks: 75

*Answer any FIVE Questions
ONE Question from Each unit
All Questions Carry Equal Marks

UNIT I

- 1 a) Define Entrepreneurship and explain its characteristics [7]
b) What do you mean by Entrepreneurial Personality [8]
(OR)
- 2 a) Explain the characteristics of successful entrepreneurship. [7]
b) Discuss the skills required for entrepreneurship. [8]

UNIT II

- 3 a) Describe the Role of Family to become entrepreneurship career. [7]
b) Examine the state government supporting programmes for entrepreneurship. [8]
(OR)
- 4 a) Discuss the industrial policy for entrepreneurship [7]
b) What do you mean by business environment? [8]

UNIT III

- 5 a) Explain about Prefeasibility Study [7]
b) Examine the process of Budgeting Project Profile Preparation [8]
(OR)
- 6 a) What is ownership? Explain different structures in it. [7]
b) Discuss the different criteria for project evaluation. [8]

UNIT IV

- 7 a) How to plan for financial resources for small business? [7]
b) Define marketing channel and how it selected for small business. [8]
(OR)
- 8 a) Explain the stages of product launching. [7]
b) What do you mean by incubation and how it promote the start-ups? [8]

UNIT V

- 9 a) Discuss about the monitoring of small business. [7]
b) What are causes of sickness of small business? [8]
(OR)
- 10 a) What are the strategies should follow for effective management of small business? [7]
b) Explain the rehabilitation methods for sick business units. [8]

