

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SEVENTH SEMESTER B.TECH DEGREE EXAMINATION(S), MAY 2019

Course Code: MR465

Course Name: Entrepreneurship

Max. Marks: 100

Duration: 3 Hours

PART A

Answer all questions, each carries 5 marks.

Marks

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|---|-----------------------------------------------------------------|-------|
| 1 | Differentiate between Entrepreneur and Manager | (5) |
| 2 | How to select the right business opportunity? | (5) |
| 3 | Write short note on economic environment in business | (5) |
| 4 | Common challenges faced during startup stage of business growth | (5) |
| 5 | List the features of venture capital | (5) |
| 6 | Explain about advantages of small scale enterprises | (5) |
| 7 | Write short note on innovation process | (5) |
| 8 | Explain briefly about the methods for effective time management | (5) |

PART B

Answer any three full questions, each carries 10 marks.

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| 9 | Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smart phones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world.
Identify and explain the traits/characteristics of Steve Jobs that helped him to be successful in his business | (10) |
| 10 | Explain entrepreneurial process | (10) |
| 11 | Prepare a model questionnaire for conducting a market survey. | (10) |
| 12 | Explain about the elements to be included in the project status report. | (10) |
| 13 | Explain about the process of achievement motivations among entrepreneurs | (10) |

PART C

Answer any two full questions, each carries 15 marks.

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| 14 | Write a short note on Technology Acquisition with relevant examples | (15) |
| 15 | Explain in detail about raising working capital | (15) |

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- 16 Explain in detail about breakeven analysis with example (15)
- 17 How creativity and innovation structure of enterprise boost the growth of enterprises. Explain with the help of relevant examples (15)