

Reg. No.

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B.E / B.TECH. DEGREE EXAMINATION, MAY 2023

Eighth Semester

ME18018 – ENTREPRENEURSHIP DEVELOPMENT*(Mechanical Engineering)***(Regulation 2018 / Regulation 2018A)****TIME: 3 HOURS****MAX. MARKS: 100**

- CO 1** Students will understand the importance of entrepreneurship and its role in economic development.
- CO 2** Students will extend various motivation Training and Entrepreneurship Development Program which will help in developing their character and attitude towards entrepreneurship.
- CO 3** The Students will prepare and evaluate a business plan.
- CO 4** Students familiarize about all type of financial institutions to get financial aid for starting small business.
- CO5** Students will be exposed to state and central government schemes that are supporting small entrepreneurs and start-ups.

PART- A (10 x 2 = 20 Marks)

(Answer all Questions)

	CO	RBT LEVEL
1. Entrepreneurs are born or made. Justify.	1	3
2. List out the Characteristics of Entrepreneur.	1	2
3. Write short note on: Thematic Apperception Test.	2	3
4. List out the steps involved in Entrepreneurship Training Programme.	2	2
5. Compare: Project Formulation and Project Appraisal.	3	3
6. Define: Start- ups.	3	2
7. What is meant by marketing mix?	4	2
8. Differentiate: Debit and Credit.	4	3
9. What are the major causes of sickness?	5	3
10. Define: Joint Venture.	5	2

PART- B (5 x 14 = 70 Marks)

	Marks	CO	RBT LEVEL
11. (a) (i) "Entrepreneurship as a Career"- Comment this statement.	(7)	1	2
(ii) Explain the Characteristics of Successful Entrepreneurs.	(7)	1	2
(OR)			
(b) (i) What are factors affecting Entrepreneurship growth?	(7)	1	2
(ii) Discuss the role of Entrepreneurship in Economic Growth.	(7)	1	2

12. (a)	(i)	Explain the following motivational theory with suitable diagram: “Maslow's hierarchy of needs”.	(10)	2	3
	(ii)	Write the essential components of motivational training.	(4)	2	3
(OR)					
(b)	(i)	Explain any two AMT tools with suitable example.	(8)	2	3
	(ii)	Describe the needs and objectives of EDP.	(6)	2	3
13. (a)	(i)	Explain the features of Proprietorship, partnership, companies and cooperatives.	(10)	3	3
	(ii)	What do you know about Pre-feasibility Studies?	(4)	3	3
(OR)					
(b)	(i)	Comment this statement: “Role of small enterprises in economic development”.	(8)	3	3
	(ii)	Explain about the concept and methods of project evaluation.	(6)	3	3
14. (a)	(i)	List out the financial institutions, which provide financial assistance to entrepreneurs and explain its main features.	(10)	4	3
	(ii)	Write short notes on: Working capital Management.	(4)	4	3
(OR)					
(b)	(i)	Explain the financial aspects of business plan.	(4)	4	3
	(ii)	Describe the salient features of the followings: Start-up , Taxation and benefits for small enterprises.	(10)	4	3
15. (a)	(i)	Explain the measures taken by Government of India for developing business incubation in the country.	(8)	5	4
	(ii)	Compare the merits and demerits of the various growth strategies.	(6)	5	4
(OR)					
(b)	(i)	List down any two signals, symptoms, causes and consequences of industrial sickness.	(10)	5	4
	(ii)	Write short note on: Merger and sub-contracting.	(4)	5	4

PART- C (1 x 10 = 10 Marks)

(Q.No.16 is compulsory)

			Marks	CO	RBT LEVEL
16.		Explain the role of MSMEs in development of Indian economy.	(10)	3	4
