



ENTER B.E/B.TECH DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Seventh Semester

B.Tech FASHION TECHNOLOGY

U18FTE0018: Entrepreneurship Development

COURSE OUTCOMES

- CO1: Recognize the factors affecting Entrepreneurship growth and their problems
 CO2: Outline the importance of Entrepreneurial Development programmes
 CO3: Describe the projects identification, selection and formulation procedure
 CO4: Indicate the role of government in entrepreneurial development
 CO5: Underline the basis of intellectual property rights in India
 CO6: Recognize the factors in the management of new enterprises

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|--|-----|-------------------|
| 1. Who is an Entrepreneur? State the qualities required for an entrepreneur. | CO1 | [K ₁] |
| 2. List down the qualities and characteristics of an Entrepreneur. | CO1 | [K ₁] |
| 3. Illustrate Maslow's Need Hierarchy Theory. | CO2 | [K ₁] |
| 4. Outline the steps followed in organizational consultancy. | CO2 | [K ₂] |
| 5. Explain the steps involved in project formulation. | CO3 | [K ₂] |
| 6. Classify some factors deciding the forms of ownership in the business. | CO3 | [K ₂] |
| 7. Differentiate the types of MSME. | CO4 | [K ₁] |
| 8. Relate Startup India and Make in India. | CO4 | [K ₂] |
| 9. Classify the different types of patent. | CO5 | [K ₂] |
| 10. Compare Trade Marks and Trade Secrets. | CO5 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 4 = 20 Marks)

(Answer not more than 80 words)

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| 11. Distinguish between an Entrepreneur and a Manager. | CO1 | [K ₃] |
| 12. Explain McClelland's acquired needs theory. | CO2 | [K ₂] |
| 13. Determine the content involved in the preparation of Project Report. | CO3 | [K ₂] |

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|--|-----|-------------------|
| 14. Compare Income tax Excise duty and Customs duty. | CO3 | [K ₃] |
| 15. Enlist the aims and objectives of Government Incentives. | CO4 | [K ₃] |
| 16. Explain about TRIPS agreement. | CO5 | [K ₂] |

**Answer any FIVE Questions:-
PART C (5 x 12 = 60 Marks)
(Answer not more than 300 words)**

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|---|---|-----|-------------------|
| 17. a) Give a brief note on the functions of an entrepreneur. | 5 | CO1 | [K ₃] |
| b) Analyze the different phases in the Entrepreneurship Development Programmes. | 5 | CO2 | [K ₃] |
| 18. a) Examine the different types of Entrepreneur. | 5 | CO1 | [K ₃] |
| b) Identify the government schemes and incentives for promoting Entrepreneurship. | 5 | CO4 | [K ₂] |
| 19. a) Assess the factors influencing the occupational mobility in industry. | 5 | CO2 | [K ₃] |
| b) Discuss about the Corporate Social Responsibility. | 5 | CO3 | [K ₂] |
| 20. a) Describe the three types of Motivational Theory | 5 | CO2 | [K ₂] |
| b) Differentiate between Startup India and Standup India | 5 | CO4 | [K ₃] |
| 21. a) Examine the steps to be followed for setting up a new business | 5 | CO3 | [K ₄] |
| b) Relate the registration of Intellectual Property for MSME carried with support of the government | 5 | CO5 | [K ₃] |
| 22. a) Determine the roles and functions of Trade Promotion Councils | 5 | CO4 | [K ₃] |
| b) Distinguish between Copy Rights and Industrial Design Rights | 5 | CO5 | [K ₃] |

Please indicate knowledge level (K₁toK₆) and Course Outcome level (CO1 to CO5) against each question for each subdivision.