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V 4238

B.E./B.Tech. DEGREE EXAMINATION, APRIL/MAY 2008.

Eighth Semester

(Regulation 2004)

Mechanical Engineering

ME 1020 — ENTREPRENEURSHIP DEVELOPMENT

(Common to Aeronautical Engineering, Mechatronics Engineering/Production Engineering/Chemical Engineering)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Who is an entrepreneur?
2. Define an Intrapreneur.
3. Brief about the need for achievement motivation on entrepreneurship development.
4. List any two objectives of Entrepreneurial training.
5. State any two spring boards for identifying a business opportunity.
6. What are the steps involved in the process of a market survey?
7. Explain the following :
 - (a) Opportunity cost
 - (b) Secondary costs

Distinguish between PERT and CPM.

Point out the different types of Mergers.

What is sub-contracting?

PART B — (5 × 16 = 80 marks)

Bring out the Schumpeter's views on entrepreneur. Explain the different types of entrepreneurs in the society.

Or

Discuss the cultural, economic, political and personality factors that affect entrepreneurial growth.

Define stress. Discuss the various stress management techniques to overcome work stress.

Or

Discuss the need and objectives of entrepreneurial development programmes.

What are the different ownership structures available to entrepreneurs? Describe the advantages and disadvantages of different ownership structures.

Or

What is a preliminary project report? State the advantages of preliminary project report. How and why do you prepare it?

Describe the need for institutional support to small scale industries. What is a DIC? Explain its functions.

Or

Explain about working capital. Discuss the sources and the management of working capital.

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15. (a) What are the salient features of new small enterprise policy? How is the government's protective policy beneficial for the development of small scale industries?

Or

- (b) Define Joint venture. State the reasons behind creation of joint venture. Discuss the partner selection criteria.
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