

Reg. No. :

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K 4382

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2009.

Eighth Semester

(Regulation 2004)

Mechanical Engineering

ME 1020 — ENTREPRENEURSHIP DEVELOPMENT

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

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Mention any four triggering factors for a person to become an entrepreneur.
2. Suggest suitable jobs for persons having high need for achievement.
3. Explain how motivation can be transformed into acceptable performance by employees.
4. What incentives are offered to set up SSI units?
5. What steps does an entrepreneur take to minimize risk when starting a new venture?
6. Differentiate between equity and debt. Which form of capital is better suited for entrepreneurial business?
7. Mention types of ownership structures suitable for entrepreneurial firms.
8. What is meant by trade credit?
9. What do you understand by vertical diversification? Give a suitable example.
10. Define venture capital. Mention any two sources from which it can be received.

PART B — (5 × 16 = 80 marks)

11. (a) Discuss the role played by entrepreneurs in the economic development of Tamil Nadu in particular and India in general.

Or

- (b) Classify entrepreneurs as suggested by different behavioural scientists. Mention names of entrepreneurs (Indian or foreigners) in the typology identified by you.
12. (a) Explain the need for imparting training to employees in order to promote entrepreneurial spirit. Which methods of training are suitable for (i) top and senior levels and (ii) middle level managers?

Or

- (b) How did McClelland's experiment correlate the Thematic Apperception Test and the three motivators? Illustrate your answer with a situation known to you. Describe the profile of an entrepreneur in terms of the three needs identified by McClelland.
13. (a) Indicate the appropriate tools of market survey and methods of research to introduce new service facility in a particular residential locality densely populated by software professionals. How do you assess their needs for the service offering?

Or

- (b) As an entrepreneur what criteria do you consider before selecting a particular project? Why proper project identification is given huge importance by entrepreneurs?
14. (a) How do you assess the working capital required to run a small scale industry? What sources do you tap for meeting this requirement?

Or

- (b) Explain how capital is raised by entrepreneurs at various stages of business development, through an example. Trace the growth of venture capital in our country.

15. (a) What do you understand by sickness in small firms? What are its causes? Suggest measures to overcome such sickness.

Or

- (b) Critically evaluate Government policy for small scale enterprises. Do you perceive the policy to be adequate? If no, as an entrepreneur what modifications do you suggest?
