

**B.E./ B.TECH DEGREE EXAMINATIONS: MAY/JUNE 2013**

Eighth Semester

**GSS105: ENTREPRENEURSHIP DEVELOPMENT**

(Common to Civil Engineering, Textile Technology and Fashion Technology)

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. An entrepreneur can be viewed as the \_\_\_\_\_.
  - a) Coordinator of resources
  - b) Decision maker
  - c) Innovator
  - d) All the above three
2. \_\_\_\_\_ is NOT an entrepreneurial leadership characteristic.
  - a) Ability to listen to others
  - b) Ability to work in teams
  - c) Rigidity
  - d) Determination
3. \_\_\_\_\_ is one of the primary reasons for someone to become an entrepreneur.
  - a) To control one's own life
  - b) To have lots of fun
  - c) To spend time leisurely
  - d) Both b) and c)
4. As per McClelland's theory, entrepreneurs are primarily motivated by a need to \_\_\_\_\_.
  - a) Achieve
  - b) Be rich
  - c) Grow
  - d) Idle away time
5. A business plan will NOT include \_\_\_\_\_.
  - a) Financial details
  - b) Product description
  - c) Market analysis
  - d) Review of the advertising firms analyzed
6. \_\_\_\_\_ should be considered while assessing a site for starting a business.
  - a) Parking area availability
  - b) Access to highways
  - c) Transportation charges
  - d) All the above
7. Government motivates people to become entrepreneurs by means of \_\_\_\_\_.
  - a) Tax concessions
  - b) Loans
  - c) Seminars
  - d) Either a), b), or c)
8. The assessment of the needed resources by the entrepreneur starts with \_\_\_\_\_.
  - a) An appraisal of the entrepreneur's present resources
  - b) An assessment of economic conditions of the country
  - c) A scanning of friends and family for funds
  - d) A survey of banks and other financial institutions
9. IPR stands for \_\_\_\_\_ property right.
  - a) Intellectual
  - b) International
  - c) Intelligent
  - d) Informational
10. \_\_\_\_\_ could not be patented.
  - a) Book
  - b) New machining tool
  - c) Innovative idea
  - d) New manufacturing process

**PART B (10 x 2 = 20 Marks)**

11. Define intrapreneur.
12. Mention any two reasons for failure of an entrepreneur.
13. What are the objectives of conducting an entrepreneurship development program?
14. What do you understand by occupational mobility?

15. Where could someone get ideas regarding new projects?
16. Distinguish between marketing and sales.
17. Name any two institutions that help entrepreneurs financially.
18. What do you know about DIC?
19. What do you understand by property?
20. Define copyright.

**PART C (5 x 14 = 70 Marks)**

21. a) Explain in detail the essential qualities of an entrepreneur.  

**(OR)**

b) Explain with suitable examples, the factors that affect the growth of an entrepreneur.
22. a) Discuss in detail various motivation theories.  

**(OR)**

b) Explain the various activities involved in conducting an entrepreneurship development program.
23. a) Explain in detail how you a young and new entrepreneur, go about starting a business.  

**(OR)**

b) Explain in detail various novel techniques you would use to market a new product related to construction industry.
24. a) Explain the role of Central and State governments in promoting entrepreneurship in India  

**(OR)**

b) Developing countries like India need imitative entrepreneurs rather than innovative entrepreneurs – argue for and against this statement.
25. a) Explain with suitable examples, why patenting or copyrighting are necessary or not necessary.  

**(OR)**

b) Write notes on i) WIPO and ii) TRIPS agreement

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