



B.E DEGREE EXAMINATIONS: APRIL 2018

(Regulation 2014)

Eighth Semester

MECHANICAL ENGINEERING

U14METE88 : Entrepreneurship Development

COURSE OUTCOMES

CO1: Estimate the level of knowledge required to be an entrepreneur and to understand the role of Entrepreneurship to the country economic growth.

CO2: Now the role of creativity in entrepreneurial development and to develop business models.

CO3: Predict financial needs and source of financing based on market research.

CO4: Describe the role of government in Entrepreneurial development.

CO5: Summarize knowledge on managing on Industry for growth and expansion.

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. Matching type item with multiple choice code

CO1 [K₁]

List I	List II
A. Entrepreneur	i. one who creates new ideas
B. Manager	ii. Owner of the Enterprise
C. Intrapreneur	iii. Servant in the Enterprise
D. Innovator	iv. Does not fully bear the risk involved in the enterprise

- | | A | B | C | D |
|----|-----|-----|-----|----|
| a) | ii | i | iii | iv |
| b) | iii | iv | ii | i |
| c) | ii | iii | iv | i |
| d) | iii | i | ii | iv |

2. Which of the following is not a characteristic of a successful entrepreneur?

CO1 [K₁]

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|----------------|-------------|
| a) Self-esteem | b) caution |
| c) drive | d) optimism |

3. The characteristics required for a successful entrepreneur are: CO2 [K₁]
1. Hard work 2. Caution 3. Optimism 4. Reluctance
- a) 1,3 b) 1,4
c) 1,2 d) 2,3
4. All of the following are the most important elements of the financial data and projections of a business plan except CO2 [K₁]
- a) SWOT analysis b) Projected income statements
c) Break-even analysis d) Cost controls
5. Assertion (A): Partnership is required for expanding the business to a higher level. CO3 [K₁]
Reason (R): Partnership is the association of two or more persons to carry on as co-owners in a business for profit.
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
c) A is true but R is false d) A is false but R is true
6. Which of the following is one of the simplest form and lowest in entry costs? CO3 [K₁]
- a) Direct mail marketing b) Online marketing
c) Sales promotion d) Export marketing
7. The problems faced by the women entrepreneurs interms of merit are CO4 [K₁]
1. Family commitment 2. Lack of Education 3. Problem of finance
4. Low Risk-Bearing Ability
- a) 2-3-4-1 b) 1-3-2-4
c) 3-4-2-1 d) 4-1-3-2
8. Which of the following is not the function of District Industries Centre (DIC)? CO4 [K₁]
- a) To prepare an action plan to effectively implement the business schemes identified. b) To appraise the worthiness of various proposals received from entrepreneurs.
c) To help the sick units by providing assistance for their speed reconstruction and rehabilitation. d) To conduct artisan training programmes

9. Assertion (A): Creativity is essential for successful running of a business. CO5 [K₁]
Reason (R): Entrepreneur should have proper tax knowledge regarding his business.
- a) Both A and R are Individually true and R is the correct explanation of A b) Both A and R are Individually true but R is not the correct explanation of A
c) A is true but R is false d) A is false but R is true
10. The most important reason for the failure of entrepreneur is improper CO5 [K₁]
a) Marketing b) Investing
c) Planning d) Consultancy

PART B (10 x 2 = 20 Marks)

(Answer not more than 40 words)

11. List the types of entrepreneurs. CO1 [K₁]
12. Differentiate between entrepreneur and intrapreneur. CO1 [K₂]
13. Why creativity is essential for entrepreneurs? CO2 [K₂]
14. What is mean by business model? CO2 [K₁]
15. Classify the types of business organization. CO3 [K₁]
16. What are the sources of finance for business organizations? CO3 [K₁]
17. What are the tax benefits provided by the Government for the development of small scale industries? CO4 [K₁]
18. What is mean by special economic zone? CO4 [K₁]
19. List the various stages of business growth. CO5 [K₁]
20. List out the options available for business expansion. CO5 [K₁]

Answer any FIVE Questions:-

PART C (5 x 14 = 70 Marks)

(Answer not more than 300 words)

Q.No. 21 is Compulsory

21. Describe the various strategies adopted for the growth of a business. CO5 [K₂]
22. What are the characteristics required for a successful entrepreneur? Explain them in detail. CO1 [K₂]

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| 23. What is the significance of project work? Explain the various stages involved in the development of a project formulation. | CO2 | [K ₂] |
| 24. What are the factors to be considered for selecting the best form of ownership structure? Explain them in detail. | CO3 | [K ₂] |
| 25. What are the various sources available to a small-scale enterprise to raise funds? Explain them in detail. | CO3 | [K ₂] |
| 26. Describe the salient features of New Small Enterprise Policy 1991. | CO4 | [K ₂] |
| 27. Discuss the support provided by the National Small Industries Corporation (NSIC) to small-scale industries in India. | CO4 | [K ₂] |
