



B.E DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Seventh Semester

AUTOMOBILE ENGINEERING

U18AUE0017: Entrepreneurship Development

COURSE OUTCOMES

- CO1:** List the merits and demerits of entrepreneurial culture
CO2: Develop the entrepreneurial characteristics to understand strength and weakness
CO3: Utilize the opportunity
CO4: Formulate a business plan to solve problems
CO5: Choose the processes involved in setting up a business
CO6: Compare the role of government and banks in promoting entrepreneurship.

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. | What is Intrapreneurship? | CO1 | [K ₁] |
| 2. | List out some of the qualities of true Entrepreneur. | CO1 | [K ₂] |
| 3. | What is Achievement motivation? | CO2 | [K ₁] |
| 4. | How to analyze the voice of the customer? | CO2 | [K ₂] |
| 5. | How to assess good market potential? | CO5 | [K ₃] |
| 6. | List the types of business incubators. | CO6 | [K ₂] |
| 7. | How taxation affects entrepreneur? | CO6 | [K ₂] |
| 8. | Distinguish between vertical and horizontal diversification in business | CO5 | [K ₂] |
| 9. | Why do industries fall sick? | CO4 | [K ₂] |
| 10. | What is subcontracting system? | CO5 | [K ₂] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|-----|----|--|---|-----|-------------------|
| 11. | a) | Examine the characteristics of successful entrepreneurs along with their types. | 8 | CO2 | [K ₄] |
| | b) | In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country. | 8 | CO2 | [K ₂] |
| 12. | a) | Build an explanatory note on 'Kakinada Experiment' on achievement motivation. | 8 | CO2 | [K ₃] |

- b) “Distribution channel brings products from producer to the consumer”. – 8 CO3 [K₂]
Explain. What consideration should be kept in mind while selecting a suitable channel for distribution?
13. a) Criticize the psychological and socio-cultural factors that influence Indian consumer behavior with suitable illustrations. 8 CO3 [K₅]
b) Explain the break even analysis with a suitable example for an entrepreneurial enterprise. 8 COL [K₃]
14. a) How do small scale industries contribute to the socio-economic development of India? Discuss. 8 CO5 [K₆]
b) Examine the steps involved in the preparation of the Business Plan and explain the each stage. 8 CO5 [K₄]
15. a) Elaborate the various types of growth strategies adopted by small scale industries. 8 CO6 [K₆]
b) Explain the techno economic feasibility assessment procedure for an entrepreneurial enterprise with example. 8 COL [K₃]
16. a) Discuss the various causes and consequences of industrial sickness in India. 8 CO5 [K₆]
b) Elaborate the government policies for funding startups and small scale industries. 8 CO6 [K₆]
