



**B.E/B.TECH DEGREE EXAMINATIONS:NOV/DEC 2023**

(Regulation 2018)

Fifth 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)**

- |   |     |                   |
|---|-----|-------------------|
| 1. Who is an Entrepreneur?                                  | CO1 | [K <sub>1</sub> ] |
| 2. What are the functions of an Entrepreneur?               | CO1 | [K <sub>1</sub> ] |
| 3. List the objectives of role playing.                     | CO2 | [K <sub>1</sub> ] |
| 4. Give the important components of achievement motivation. | CO2 | [K <sub>1</sub> ] |
| 5. Define Market Research.                                  | CO3 | [K <sub>1</sub> ] |
| 6. Why marketing surveys are important?                     | CO3 | [K <sub>2</sub> ] |
| 7. Label the objectives of Business remove?                 | CO4 | [K <sub>1</sub> ] |
| 8. Compare PPR and DPR.                                     | CO4 | [K <sub>1</sub> ] |
| 9. Define Sick Unit.  | CO5 | [K <sub>2</sub> ] |
| 10. List the advantages of Sub-Contracting.                 | CO6 | [K <sub>1</sub> ] |

**Answer any FIVE Questions: -**

**PART B (5 x 16 = 80 Marks)**

**(Answer not more than 400 words)**

- |   |   |     |                   |
|---|---|-----|-------------------|
| 11. a) Explain the various factors which affects entrepreneurial growth.                  | 8 | CO1 | [K <sub>2</sub> ] |
| b) Elaborate the classification of Entrepreneur.  | 8 | CO1 | [K <sub>2</sub> ] |
| 12. a) What are the steps to be taken to set goals for yourself? What are the benefits of | 8 | CO2 | [K <sub>2</sub> ] |

|        |  |   |     |                   |
|--------|--|---|-----|-------------------|
|        | setting goals to achieve in career or in life?   |   |     |                   |
| b)     | Explain various distribution channels to launch a product in market.   | 8 | CO2 | [K <sub>2</sub> ] |
| 13. a) | Explain the factors which affect the choice of Channels of Distribution.   | 8 | CO3 | [K <sub>2</sub> ] |
| b)     | Elucidate the factors influencing the consumer behavior.   | 8 | CO3 | [K <sub>2</sub> ] |
| 14. a) | What are the impact of Technology on Business Enterprise.? Describe how you will assess its feasibility.           | 8 | CO4 | [K <sub>2</sub> ] |
| b)     | Explain the various process in setting up a business.  | 8 | CO4 | [K <sub>2</sub> ] |
| 15. a) | Examine the causes and the consequences of sick unit. What corrective measures have to be taken as rehabilitation? | 8 | CO5 | [K <sub>3</sub> ] |
| b)     | Enumerate the different type's internal growth strategy adopted by business firms.                                 | 8 | CO5 | [K <sub>3</sub> ] |
| 16. a) | Explain various schemes available for MSME.  | 8 | CO6 | [K <sub>2</sub> ] |
| b)     | Prepare a survey questionnaire to launch new product in market.  | 8 | CO6 | [K <sub>3</sub> ] |

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