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Question Paper Code : 21551

B.E./B.Tech. DEGREE EXAMINATION, MAY/JUNE 2013.

Eighth Semester

Mechanical Engineering

ME 2035/ME 801 – ENTREPRENEURSHIP DEVELOPMENT

(Common to Production Engineering and Automobile Engineering)

(Regulation 2008)

(Common to PTME 2035 – Entrepreneurship Development for B.E. (Part-Time)
Sixth Semester Mechanical Engineering – Regulation 2009)

Time : Three hours

Maximum : 100 marks

Answer ALL questions.

PART A — (10 × 2 = 20 marks)

1. Differentiate between an entrepreneur and a manager.
2. How does an entrepreneur called as innovator?
3. What are the objectives of EDPs?
4. What are the sources of idea generation?
5. Mention the types of marketing research.
6. Identify the problems faced by small enterprise.
7. State the need for tax benefit for SSIs.
8. What is the significance of working capital?
9. What is BIFR?
10. What is subcontracting?

PART B — (5 × 16 = 80 marks)

11. (a) Describe the motivational forces that cause entrepreneurial growth in a country.

Or

- (b) Briefly explain the types of entrepreneurs.

12. (a) Write an account of business games and explain its importance for entrepreneur.

Or

- (b) Briefly discuss the stress management techniques for businessmen.

13. (a) What are the contents of a project report? – Explain.

Or

- (b) Discuss the methods of project appraisal.

14. (a) What are the All India Financial Institutions that meet the financial needs of the entrepreneurs? – Explain.

Or

- (b) Describe the sources of short-term finance.

15. (a) What remedial measures do you think necessary to arrest the growing industrial sickness in India?

Or

- (b) Discuss the various types of growth strategies adopted by business firms.