

Code No: 742AE**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MBA II Semester Examinations, December - 2019
ENTREPRENEURSHIP****Time: 3hours****Max.Marks:75**

Note: This question paper contains two parts A and B.
Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

PART - A**5 × 5 Marks = 25**

- 1.a) Who is an entrepreneur? [5]
- b) Relate between stress and entrepreneur. [5]
- c) How does an entrepreneur find the gaps in the marketplace? [5]
- d) Distinguish between trademarks and trade secrets. [5]
- e) Infer the criticality of strategic positioning. [5]

PART - B**5 × 10 Marks = 50**

2. Discuss with suitable examples, the impact of entrepreneurship on the economic development of India. [10]
- OR**
3. Explain in detail the origin and development of entrepreneurial activities in India during last decade. [10]
4. Appraise the competencies of entrepreneurs. [10]
- OR**
5. Formulate appropriate strategies to sustain corporate entrepreneurship in India. [10]
6. Explain and critically evaluate of brainstorming and Delphi method in the context of idea generation. [10]
- OR**
7. Examine the nature and process of creativity. [10]
8. Critically analyze the challenges of new venture start-ups. [10]
- OR**
9. Outline the salient features of an effective business model. [10]
10. Explain the important points to be considered in business stabilization. [10]
- OR**
11. Devise appropriate strategies to the challenges of women entrepreneurs. [10]

--ooOoo--