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Code No: 742AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA II Semester Examinations, October/November-2020

ENTREPRENEURSHIP

Time: 2 hours

Max. Marks: 75

**Answer any five questions
All questions carry equal marks**

1. What do you understand by process approach to entrepreneurship? Explain the inputs and outcomes of entrepreneurial process. [15]
2. How would you see the entrepreneurship trends in the 21st Century? [15]
3. What is entrepreneurial ego? Describe factors that are associated with entrepreneurial ego. [15]
4. Describe the elements that are involved in sustaining corporate entrepreneurship. [15]
5. What do you understand by innovation? Explain major types of innovation with suitable examples. [15]
6. What is franchising? Explain the advantages and limitations of franchising. [15]
7. Business model is a plan of business operations. What does a business model speak about the business and why a business model is important in understanding business? [15]
8. Elaborate on the government initiatives to promote entrepreneurship in India. [15]

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