

Code No: 762AE**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA II Semester Examinations, May - 2022****ENTREPRENEURSHIP****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) Enumerate important milestones in the development of present day entrepreneurship.
b) Entrepreneur is a leader. Do you agree with this statement? Justify with examples. [8+7]
- 2.a) Take example of an Indian Unicorn. Explain the process of entrepreneurship with this example.
b) What are the different approaches to study entrepreneurship? [8+7]
- 3.a) What are the important personality characteristics for becoming an entrepreneur? Give a suitable example having those characteristics.
b) Describe Maslow's need hierarchy model of motivation. [8+7]
- 4.a) Entrepreneurship involves a lot of challenges. These challenges may create stress also. Identify some of the common challenges resulting into stresses.
b) What do you mean by entrepreneurial ego? Is it good or bad for entrepreneur? Justify. [8+7]
- 5.a) Discuss some of the techniques to get new ideas for entrepreneurship? Take an example of new age startup and discuss the idea of this startup.
b) Using techniques in 5.a) above, you have identified many ideas. How will you decide which idea is suitable for you? [8+7]
- 6.a) What do you mean by Design Thinking? How it helps in creative processes?
b) What are the important conditions for starting a new venture? What are the precautions you should observe? [8+7]
- 7.a) What do you mean by Intellectual Property? What is the role of IP in a startup?
b) What do you mean by Copyright? Who can take benefit from copyrights? [8+7]
- 8.a) Discuss some of the initiatives taken by central and state governments to promote entrepreneurship.
b) What do you mean by social entrepreneurship? Discuss any example of it. [8+7]

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