

Code No: 864AJ**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, July/August - 2021****ENTREPRENEURSHIP****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

- 1.a) What are the basic concepts of Entrepreneurship and discuss the process of entrepreneurial development?
b) Mention the names of any two companies which have started as small enterprises but subsequently grown as giant companies. [8+7]
- 2.a) What are the types of Entrepreneurs and brief on the models of entrepreneurial development?
b) Briefly explain some entrepreneurial training methods. [8+7]
- 3.a) Explain the procedure for setting up an enterprise.
b) Brief on the models for opportunity evaluation. [8+7]
- 4.a) What is a Business Plan, state the contents of it?
b) Explain the institutions initiatives in creation of a new venture. [7+8]
- 5.a) What are MSMEs?
b) What are the employment opportunities available in MSMEs in India? [7+8]
- 6.a) Briefly explain the Industrial Sickness being faced by MSMEs in India.
b) What steps are being taken for the management of NPAs in MSMEs? [7+8]
7. Explain the service marketing mix elements, and discuss the pricing, branding for a service enterprise. [15]
- 8.a) What are the strategies to develop Women Entrepreneurs?
b) Brief on the valuation change in entrepreneurship. [7+8]

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