

**Code No: 864AJ****JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MCA IV Semester Examinations, September/October - 2022****ENTREPRENEURSHIP****Time: 3 Hours****Max.Marks:75**

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

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- 1.a) Define entrepreneurship and write about the evolution of it.  
b) Characterize the different types of entrepreneurs and discuss entrepreneurial motivations. [7+8]
- 2.a) Illustrate the various models of entrepreneurial development.  
b) Explain the importance of capacity building for entrepreneurs and brief on entrepreneurial training method. [7+8]
- 3.a) Explain about the contents of a Business Plan.  
b) "The good business plan plays an effective role in establishing an enterprise". How?[7+8]
- 4.a) If you want to establish an enterprise, from which avenues you may get aid from state level institutions in your state?  
b) Explain the procedure for setting up of an enterprise. [7+8]
- 5.a) Mention the different challenges face by MSMEs in India.  
b) Write a short note on the symptoms of industrial sickness. [7+8]
- 6.a) What are the specific management problems encountered by MSMEs.  
b) Rehabilitation is required for the sick units. Why? [7+8]
- 7.a) Explain about the new techniques in marketing in the current era.  
b) Mention the essentials of marketing mix of services. [7+8]
- 8.a) Explain the role of incubations in the entrepreneurship development.  
b) Mention the strategies to develop women entrepreneurs. [7+8]

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