Roll No……..….. **Total No. of Printed Pages: 1**
Total No. of Questions: [09]

B. Tech CSE (Semester – 8th)
INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING
Subject Code: BBAD0F97
Paper ID: [OE111118]

Time: 03 Hours **Maximum Marks: 60**

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

a. Discuss the role of entrepreneurship in the growth of the Indian economy
b. What do you mean by entrepreneurial motivation?
c. What is SWOT analysis?
d. Define startups and incubators.
e. Write a note on contract farming.
f. What is a joint venture?
g. What do you mean by the social responsibility of business?
h. Discuss the characteristics of a successful entrepreneur.
i. Differentiate between an entrepreneur and a manager
j. Discuss the problems of small-scale industry.

Section – B **(5 marks each)**

Q2. Discuss the objectives of entrepreneurship development programs.
Q3. Discuss various incentives and subsidies for the promotion of entrepreneurship.
Q4. Enumerate various sources of idea generation for a new business.
Q5. What do you mean by venture capital? Discuss the advantages of venture capital funding.
Q6. Discuss the features of export and import policy for the horticulture sector.

Section – C **(10 marks each)**

Q7. What do you mean by business environment? Discuss the impact of social, political, and economic environments on the decisions of individual entrepreneurs.
Q8. Define entrepreneurship. Discuss various Government schemes for the promotion of entrepreneurship.
Q9. A) Elaborate on prominent features of the government policy on small and medium scale enterprises.
B) Briefly discuss the characteristics of the Indian Farm Machinery Industry.