Roll No……..….. **Total No. of Printed Pages: 1**

Total No. of Questions: [09]

B. Tech (Civil Engineering) (Semester – 7th/8th)
INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING
Subject Code: BBAD0F97
Paper ID: [OE1110718]

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 What are the difference between entrepreneur and manager?
b Explain the term Entrepreneurship.
c What is motivation?
d Define planning.
e Explain the concept of innovation.
f What is SWOT analysis?
g Define SMEs.
h Explain the term venture capital.
i What are export policies?
j Define private partnership

Section – B **(5 marks each)**

Q2. Explain the concept of assessing overall business environment in the Indian economy.
Q3. Explain the importance of planning and monitoring.
Q4. Describe the characteristics of Indian farm machinery industry.
Q5. What are the various Entrepreneurship development programs?
Q6. Explain the import and export policies relevant to horticulture sector.

Section – C **(10 marks each)**

Q7. What are the indian political and economic system? Explain its implications for decision making by individual entrepreneurs.
Q8. Elaborate the concept of globalisation and the emerging business and entrepreneurial environment.
Q9. Explain the various government schemes and incentives for promotion of Entrepreneurship.