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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.