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Total No. of Printed Pages: [01]

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B. Tech. (ME) (Semester: 8th)

INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING

Subject Code: BBAD0F97

Paper ID: [OE1112318]

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. Define Entrepreneurship. List the characteristics of an entrepreneur.
- b. What do you know about Venture Capital?
- c. Briefly discuss about the significance of venture capital in the development of Economy.
- d. What do you mean by Globalization?
- e. Differentiate between entrepreneurial and managerial characteristics.
- f. Why Social Responsibility of Business is so crucial in India?
- g. Explain about public-private partnership.
- h. Explain the importance of planning in the entrepreneurship development.
- i. Define Small and Medium Enterprises (SMEs).
- j. What do you know about Contract farming?

Section – B

(5 marks each)

- Q2. Discuss in detail how the Indian social, political and economic systems impact the decision making by individual entrepreneurs.
- Q3. List the Characteristics of Indian farm machinery industry.
- Q4. What do you mean by Corporate Social Responsibility (CSR) and explain how it is so significant for the progress of society?
- Q5. Explain the government policy on Small and Medium Enterprises (SMEs) in India.
- Q6. List the advantages and limitations of SWOT analysis.

Section – C

(10 marks each)

- Q7. Explain SWOT analysis.
- Q8. Briefly discuss various Government schemes and incentives for promotion of entrepreneurship in India.
- Q9. Explain the importance of entrepreneurship development program and explain the Export and Import Policies of horticulture sector.