Roll No…….. **Total No. of Printed Pages: [01]**
Total No. of Questions: [09]

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.