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Total No. of Printed Pages: 1

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B. Tech (EE) (Semester – 8th)

INTRODUCTION TO ENTREPRENEURSHIP AND MARKETING

Subject Code: BBAD0F97

Paper ID: [OE1111518]

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.