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Code No: 138GA

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

B. Tech IV Year II Semester Examinations, July - 2021

ENTREPRENEURSHIP AND SMALL BUSINESS ENTERPRISES

(Common to ME, ECE, MMT, MIE)

Time: 3 hours

Max. Marks: 75

**Answer any Five Questions.
All Questions Carry Equal Marks**

1. "Entrepreneurship is the ability, readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit" validate the statement with suitable entrepreneurial abilities and discuss the types of entrepreneurs in modern Indian economy. [15]
2. Critically evaluate the entrepreneurial motivation approaches and examine the models for entrepreneurial development with appropriate illustrations. [15]
3. Describe the models for opportunity evaluation and discuss the mode of presenting a business plan to establish a new enterprise of your choice. [15]
4. Define Micro, Small and Medium Enterprises (MSME) in India and brief on the challenges and brief on the rehabilitation of sick units. [15]
5. Describe the marketing mix of services, the key success factors in services marketing and explain the new techniques in execution of international trade. [15]
6. Explain the factors impact on pricing, branding decision and discuss the suitable pricing, branding methods for rural small business enterprises. [15]
7. Examine the strategies towards the development of women entrepreneurs in Indian business economy and brief on the institutions supporting rural women entrepreneurs in India. [15]
8. Answer the following:
a) Valuation challenge in entrepreneurship
b) Examine the role of T-Hubs in new venture creation. [7+8]

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