

00581

**B.Tech. - VIEP - MECHANICAL ENGINEERING
(BTMEVI)**

Term-End Examination

June, 2019

BIMEE - 021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

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- Note :** (i) *Attempt any five questions.*
(ii) *All questions carry equal marks.*
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1. (a) What do you understand by Technical Entrepreneurship ? Discuss the need and importance of Entrepreneurship in developing countries. 7+7
(b) Explain the main functions to be performed by an entrepreneur.

2. (a) What is Small Scale Industries (SSI) ? Discuss the procedure and formalities for establishing a SSI. 7+7
(b) Name the supporting agencies for starting a new business enterprise. Describe the role of each supporting agency in brief.

3. (a) What is market survey ? How market survey report is prepared ? 7+7
(b) How market research helps entrepreneur in decision making ? Discuss.

4. (a) With the help of an example, explain break-even-analysis. Discuss its merits and demerits. 7+7
- (b) What are the incentives available to entrepreneurs ? Discuss banking policies in India for entrepreneurs.
5. (a) Discuss the characteristics of a good salesperson. 7+7
- (b) Explain how demand forecasting helps entrepreneurs in marketing management.
6. Write short notes on **any four** of the following :
- (a) Working capital management $4 \times 3\frac{1}{2} = 14$
- (b) Creativity and innovation
- (c) Opportunity evaluation process
- (d) Techno-economic feasibility assessment
- (e) Traditional and modern marketing
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