



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

IV B.Tech I Sem Regular End Examination, Nov/Dec 2022

Principles of Entrepreneurship

(CSE/IT)

Time: 3 Hours.**Max. Marks: 70**

Note: 1. Question paper consists: Part-A and Part-B.

2. In Part – A, answer all questions which carries 20 marks.

3. In Part – B, answer any one question from each unit.

Each question carries 10 marks and may have a, b as sub questions.

PART- A

(10*2 Marks = 20 Marks)

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|-------|---|----|-----|-----|
| 1. a) | What are Entrepreneurial Traits? | 2M | C01 | BL1 |
| b) | What are the methods of generating ideas? | 2M | C01 | BL1 |
| c) | Explain sources of capital. | 2M | C02 | BL2 |
| d) | Explain E commerce | 2M | C02 | BL2 |
| e) | Discuss about SIDBI | 2M | C03 | BL2 |
| f) | Write a short notes on NSIC | 2M | C03 | BL1 |
| g) | Define production management | 2M | C04 | BL1 |
| h) | Define channels of distribution | 2M | C04 | BL1 |
| i) | What are salient provision of health | 2M | C05 | BL1 |
| j) | Explain Industrial dispute act, | 2M | C05 | BL2 |

PART- B

(10*5 Marks = 50 Marks)

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|-------|--|----|-----|-----|
| 2. a) | Write a short note on writing business plan, evaluating business plans and Launching formalities | 5M | C01 | BL1 |
| b) | Explain in detail about Entrepreneurial Traits | 5M | C01 | BL4 |

OR

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|-------|--|----|-----|-----|
| 3. a) | What are the method of generating ideas explain in detail | 5M | C01 | BL1 |
| b) | What are the Launching formalities in business plans and explain in detail | 5M | C01 | BL4 |
| 4. a) | Explain Financing and Managing the new ventures | 5M | C02 | BL4 |
| b) | Elucidate the importance of E commerce in Entrepreneurship | 5M | C02 | BL5 |

OR

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|-------|--|----|-----|-----|
| 5. a) | What is internet advertising? explain | 5M | C02 | BL1 |
| b) | Explain the importance of recruitment and motivating | 5M | C02 | BL4 |

- 6 a) Explain about small industries development bank of India 5M C03 BL4
b) Explain about Technical Consultancy organization 5M C03 BL4
OR
- 7 a) Explain about Khadhi and village industries commission 5M C03 BL4
b) Explain about national small industries corporation 5M C03 BL4
- 8 a) What are the selections of production techniques? explain 5M C04 BL4
b) What is inventory control and explain various techniques 5M C04 BL4
OR
- 9 a) Explain market segmentation market research in relation to Entrepreneurship 5M C04 BL4
b) Explain sales promotion and product pricing in relation to Entrepreneurship 5M C04 BL4
- 10 a) What are the salient provision of health under Indian factories Explain 5M C05 BL4
b) What are the salient provision of welfare under Indian factories Explain 5M C05 BL4
OR
- 11 a) Explain employee's state insurance act in detail 5M C05 BL4
b) Explain payment of bonus act in detail 5M C05 BL4

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CO-Course Outcome

BL - Blooms Taxonomy Levels