

B.E. / B.Tech. - DEGREE EXAMINATIONS, NOV / DEC 2024

Eighth Semester

Mechanical Engineering

20MEEL810 - ENTREPRENEURSHIP DEVELOPMENT

Regulations - 2020

Duration: 3 Hours

Max. Marks: 100

PART - A (MCQ) (20 × 1 = 20 Marks)

Answer ALL Questions

	<i>Marks</i>	<i>K- Level</i>	<i>CO</i>
1. An entrepreneur is defined as a person who: (a) Avoids risks (b) Seeks employment (c) Creates new businesses (d) Always follows trends	1	K1	CO1
2. An entrepreneur's attitude can be described as: (a) Risk averse (b) Proactive (c) Lethargic (d) Passive	1	K1	CO1
3. The first step in the entrepreneurial process is: (a) Gaining approval (b) Opportunity identification (c) Product creation (d) Selling	1	K1	CO1
4. SWOT analysis includes which of the following? (a) Profit & Loss (b) Competition only (c) Strengths and Weaknesses (d) Financial ratios	1	K1	CO2
5. An opportunity assessment should focus on: (a) Market size (b) Competitor's weaknesses (c) Customer loyalty (d) Product's design	1	K2	CO2
6. A major factor in entry strategy is: (a) Company logo (b) Branding colors (c) Market positioning (d) Website design	1	K2	CO2
7. The registration procedure for an SME is handled by: (a) District Collector (b) Pollution Board (c) District Industries Center (d) Registrar of Companies	1	K1	CO3
8. NOC from Pollution Board is mandatory for: (a) Retail businesses (b) Industrial setups (c) Service providers (d) E-commerce	1	K1	CO3
9. A project report must include: (a) Employee preferences (b) Investment details (c) Competitors' sales (d) Political opinions	1	K1	CO3
10. Rural entrepreneurship is important because it: (a) Increases urban migration (b) Diminishes local culture (c) Generates employment in villages (d) Reduces agricultural activities	1	K2	CO4
11. Social entrepreneurship emerged to: (a) Boost profit margins (b) Solve social problems (c) Control local markets (d) Increase taxes	1	K2	CO4
12. Women entrepreneurs often provide: (a) Increased diversity (b) Lower costs (c) Less innovation (d) Fewer jobs	1	K2	CO4
13. Khadi and Village Industries Corporation aims to: (a) Support urban areas (b) Promote rural employment (c) Increase imports (d) Provide loans to corporations	1	K1	CO5
14. SIDO's main role includes: (a) Promoting exports (b) Financing mega projects (c) Assisting SMEs (d) Regulating imports	1	K1	CO5
15. Which organization supports rural crafts? (a) Khadi and Village Industries Board (b) SIDBI (c) DGS (d) NSIC	1	K1	CO5

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| 16. SIDO supports SME growth through: | 1 | K1 | CO5 |
| (a) Only financial support | | | |
| (b) Comprehensive assistance | | | |
| (c) Legal advice only | | | |
| (d) Limiting market access | | | |
| 17. To legally operate a business, an entrepreneur needs: | 1 | K1 | CO6 |
| (a) A large team | | | |
| (b) A unique idea | | | |
| (c) Proper licenses | | | |
| (d) Advanced technology | | | |
| 18. For a new business, customer research helps in: | 1 | K1 | CO6 |
| (a) Deciding office layout | | | |
| (b) Understanding market needs | | | |
| (c) Choosing advertising tools | | | |
| (d) Determining profit margins | | | |
| 19. Market research includes studying: | 1 | K1 | CO6 |
| (a) Product aesthetics | | | |
| (b) Customer preferences | | | |
| (c) Employee feedback | | | |
| (d) Competitor's salaries | | | |
| 20. Entrepreneurs often need to apply for: | 1 | K1 | CO6 |
| (a) Business licenses | | | |
| (b) Employee benefits | | | |
| (c) Personal accounts | | | |
| (d) Local fame | | | |

PART - B (10 × 2 = 20 Marks)

Answer ALL Questions

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| 21. List types of entrepreneurs. | 2 | K1 | CO1 |
| 22. Match between risk-takers and innovators. | 2 | K1 | CO1 |
| 23. What is a feasibility study? | 2 | K1 | CO2 |
| 24. Define conflict management. | 2 | K1 | CO2 |
| 25. Outline the location selection process. | 2 | K2 | CO3 |
| 26. Explain the process of obtaining NOC. | 2 | K2 | CO3 |
| 27. What are the benefits of social entrepreneurship? | 2 | K1 | CO4 |
| 28. List benefits of technology-driven ventures. | 2 | K1 | CO4 |
| 29. Define Khadi industries' role. | 2 | K1 | CO5 |
| 30. List steps to secure business funding. | 2 | K1 | CO6 |

PART - C (6 × 10 = 60 Marks)

Answer ALL Questions

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| 31. a) Explain in detail the the key personality traits of successful entrepreneurs. | 10 | K2 | CO1 |
| OR | | | |
| b) Outline the steps in the entrepreneurial process. | 10 | K2 | CO1 |
| 32. a) Describe the process of identifying entrepreneurial opportunities. | 10 | K2 | CO2 |
| OR | | | |
| b) Explain Intellectual Property Rights (IPR) and its importance with example. | 10 | K2 | CO2 |
| 33. a) Explain the importance of machinery selection for new businesses | 10 | K2 | CO3 |
| OR | | | |
| b) Demonstrate the project planning and scheduling process. | 10 | K2 | CO3 |
| 34. a) Explain the challenges faced by women entrepreneurs. | 10 | K2 | CO4 |
| OR | | | |
| b) Discuss the types of technological ventures in entrepreneurship. | 10 | K2 | CO4 |
| 35. a) Discuss the importance of SIDC for entrepreneurs. | 10 | K2 | CO5 |
| OR | | | |
| b) Describe the process for applying for government assistance for startups. | 10 | K2 | CO5 |
| 36. a) Explain the initial steps involved in starting a business | 10 | K2 | CO6 |
| OR | | | |
| b) Describe the process of setting up operational workflows for a new business. | 10 | K2 | CO6 |