

Total Pages—3

**B.Tech-8**  
**ENTP**

**Set-1**

Full Marks : 70

Time : 3 hours

Answer any six questions including

Q. No. 1 which is compulsory

*The figures in the right-hand margin indicate marks*

1. Answer the following questions : 2 × 10

- (i) What do you mean by Entrepreneurship ?
- (ii) State the four key elements involved in Entrepreneurship.
- (iii) State a few important environmental factors that motivate an entrepreneur.
- (iv) What is entrepreneurial culture ?
- (v) What is achievement motivation ?
- (vi) What do you mean by creativity ?
- (vii) What do you mean by perception ?
- (viii) What is risk taking ?

( Turn Over )

( 2 )

- (ix) What are the group activities in an Entrepreneurship? 5
- (x) What is environmental scanning? 5
2. (a) How are economic development and Entrepreneurship inter-related? 5
- (b) Explain the role an Entrepreneur plays in Industrialization of a Country. 5
3. What do you understand by Indian middle class values and what are the operational problems of EDP in India? Explain. 10
4. (a) Explain the various qualities an Entrepreneur possess in order to succeed in his Business. 5
- (b) What do you mean by goal setting and how do you achieve? Explain. 5
5. What do you understand by TCO, SFC and SISI and how do they assist in setting of an enterprise? Explain briefly. 10

( 3 )

6. (a) What is Working Capital and how is it assessed for an Enterprise? Explain. 5
- (b) What is project report and what are it's important contents? Explain. 5
7. (a) State and explain the guidelines for effective decision making for a small scale industry. 5
- (b) What is importance of communication in an Enterprise? Distinguish between Horizontal and Vertical communication. 5
8. Write short notes on any four :  $2\frac{1}{2} \times 4$
- (i) Market Research
- (ii) Project appraisal
- (iii) Ratio analysis
- (iv) Balance sheet
- (v) Stress management.