Reg. No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **14BT2056** | **Duration :** | **3hrs** |
| **Sub. Name :** | **ENTREPRENEURSHIP** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Distinguish between entrepreneur and intrapreneur. | CO1 | 5 |
| b. | Classify the types of entrepreneur according to different factors. | CO2 | 15 |
| **(OR)** | | | | |
| 2. | a. | Your friend Jake owns a business that is achieving phenomenal growth. Explain why it is said that: “Fast growing companies are most likely to experience cash shortage” – a case study. | CO4 | 15 |
| b. | ‟Entrepreneurship as a Career”- Comment this statement. | CO4 | 5 |
|  |  |  |  |  |
| 3. | a. | Examine the steps involved in business plan preparation and explain each stage. | CO2 | 14 |
| b. | Differentiate between creativity, innovation and entrepreneurship. | CO5 | 6 |
| **(OR)** | | | | |
| 4. | a. | Marketing means ‘helping’ the customer instead of ‘pleasing’ the customer. In the light of the above statement, differentiate between ‘selling concept’ and ‘marketing concept’. | CO3 | 12 |
| b. | “Marketing mix is composed of four Ps”. Explain with a suitable example. | CO3 | 8 |
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| 5. | a. | Illustrate the role of financial and non-financial organizations to motivate the entrepreneurial activities. | CO4 | 15 |
| b. | Enlist the forces driving biotechnology entrepreneur’s decision. | CO5 | 5 |
| **(OR)** | | | | |
| 6. | a. | Critically analyze technology sector versus product section in the aspect of Biotechnology. | CO5 | 8 |
| b. | Discuss the government subsidiary policy initiatives and funding for small scale enterprises. | CO3 | 12 |
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| 7. | Write short notes on: | |  |  |
| a. | The industrial disputes Act, 1947. | CO3 | 5 |
| b. | The trade unions Act,1926. | CO3 | 5 |
| c. | The industrial Employment Act, 1946. | CO3 | 5 |
| d. | Micro, Small and Medium Enterprises Development Act, 2006. | CO3 | 5 |
| **(OR)** | | | | |
| 8. | a. | Comment on edible mushroom. What role could they play in facing the challenge of world food shortage? | CO6 | 10 |
| b. | Discuss in light of the nutritional status and cultivation methods of mushroom. | CO6 | 10 |
|  | | **Compulsory**: |  |  |
| 9. |  | To protect their innovative process for manufacturing noval bioactive compounds, which type of IP should be applied for? Identify the office to which they should apply? Outline the steps involved in the process. | CO6 | 20 |