

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

Term-End Examination

00605

December, 2014

BIMEE-021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

*Note : Attempt any **five** questions. All questions carry equal marks.*

1. (a) Explain the main functions performed by the entrepreneur. 7
- (b) Discuss the barriers of entrepreneurship. 7
2. (a) What do you understand by achievement motivation ? How can achievement motivation be developed ? 7
- (b) Discuss the role of decision-making factors in entrepreneurship. 7
3. (a) Describe the main problems faced by Small Scale Industries in India. 7
- (b) Explain the incentives and benefits available in the SSI units. 7

4. (a) Describe the processes of developing a business continuity plan. 7
- (b) Explain how the techno-economic feasibility assessment is prepared. 7
5. (a) What do you mean by marketing? Discuss the difference between traditional and modern concepts of marketing. 7
- (b) Explain the terms "Consumer behaviour" and "Buyers behaviour". 7
6. (a) What are final accounts? How will a small enterprise prepare its final accounts from incomplete records? 7
- (b) Explain the concept, merits and demerits of break-even analysis. 7
7. Write short notes on the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Innovative entrepreneurs
- (b) Marketing mix
- (c) Product mix
- (d) Brand equity
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