

**B.Tech. – VIEP – MECHANICAL ENGINEERING
(BTMEVI)****Term-End Examination****December, 2015****BIMEE-021 : TECHNICAL ENTREPRENEURSHIP***Time : 3 hours**Maximum Marks : 70*

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

1. (a) Define and explain entrepreneurship. Explain the role of entrepreneurship in the nation's economy. 7
- (b) What do you understand by motivation ? Explain the role of motivation in building entrepreneurship. 7
2. (a) Explain the need for developing entrepreneurship. 7
- (b) Discuss the role of an entrepreneur during different phases of the venture which he undertakes. 7
3. (a) What is market survey ? What are the steps involved in carrying out market survey ? Explain with a suitable example. 7
- (b) Explain the steps involved in market research process. Also list the objectives/benefits of market research. 7

4. (a) Describe the process of developing a detailed business plan. 7
- (b) Explain any two methods of demand forecasting with suitable examples. 7
5. (a) Explain the concept of product mix and product line. State the reasons for producing different products by a multiproduct firm. 7
- (b) Enumerate the characteristics of a good salesperson. 7
6. (a) What do you mean by working capital ? Describe the factors that affect working capital. 7
- (b) What is a trial balance ? Discuss its uses and limitations. Explain the various steps involved in accounting. 7
7. Write short notes on the following : $4 \times 3 \frac{1}{2} = 14$
- (a) Agencies that support entrepreneurs
- (b) Venture Capital Sources
- (c) Advertising and Sales Promotion
- (d) Break-even Analysis
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