

**B.TECH IN MECHANICAL ENGINEERING
(BTMEVI)**

Term-End Examination

June, 2013

BIMEE-021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

Note : Attempt any five questions. Each question carries equal marks.

1. (a) What is entrepreneurship ? Explain the need and importance of entrepreneurship. 7
(b) Discuss the barriers of entrepreneurship. 7
2. (a) What is entrepreneurship motivation ? Explain the need of frame work in entrepreneurship motivation. 7
(b) Explain the role of decision making factors in the entrepreneurship. 7
3. (a) Explain the procedure and formalities to establish a small scale industry. 7
(b) What are the objectives of market research ? Explain the steps for market research process. 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) Discuss in detail the different sales promotional techniques of marketing. 7
- (b) Explain the terms consumer behaviour and buyers behaviour. 7
6. (a) How are the balance sheet and income statement related ? Illustrate your answer with the help of suitable example. 7
- (b) Discuss the concept, merits and demerits of break even analysis. 7
7. Write short notes on the following : $3\frac{1}{2} \times 4 = 14$
- (a) Band equity
- (b) Product differentiation
- (c) Product mix
- (d) Product planning
-