

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

Term-End Examination

00456

June, 2016

BIMEE-021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

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

1. (a) Describe the distinguishing characteristics of a successful entrepreneur. 7
- (b) Describe the functions performed by an entrepreneur. 7
2. (a) What do you understand by achievement motivation ? Discuss the effects of achievement motivation on behaviour. 7
- (b) Discuss the factors which prompt people to become entrepreneurs. 7
3. (a) What do you understand by marketing ? Differentiate between traditional and modern concepts of marketing. 7
- (b) Define market assessment. Why is market assessment needed ? 7

4. (a) What are the objectives of market research ? Describe the steps involved in the market research process. 7
- (b) State and explain the problems faced by small-scale industries in India. 7
5. (a) Explain the procedure of preparing a market survey report of a mobile phone. 7
- (b) How does the market survey report help an entrepreneur in strategic planning ? Explain. 7
6. (a) What are final accounts ? Describe how a small company prepares its final accounts. 7
- (b) Discuss the concept, merits and demerits of break-even analysis. 7
7. Write short notes on any *two* of the following : 7+7
- (a) Book-keeping and Accountancy
- (b) Characteristics of a good salesperson
- (c) Techno-economic Feasibility Assessment
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