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BIMEE-021

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

00483

Term-End Examination

June, 2018

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 entrepreneurs. 7
- (b) Explain the need and benefits of developing entrepreneurship. 7
2. (a) What do you understand by motivation ? Explain the role of motivation in building entrepreneurship. 7
- (b) Describe the distinguishing characteristics of a successful entrepreneur. 7

3. (a) What do you understand by Marketing ? Differentiate between traditional and modern concepts of marketing. 7
- (b) What is large scale industry ? Explain the procedure and formalities to establish a large scale industry. 7
4. (a) Explain what is Venture Capital. Outline the objectives of venture capital. 7
- (b) Explain the concept, merits and demerits of Break-Even Analysis. 7
5. (a) What is meant by market survey report ? Explain the procedure of preparing a market survey report. 7
- (b) Explain the different methods of sales promotional techniques of marketing. 7
6. (a) List the sources of finance for raising fixed capital. Describe any two of them in brief. 7
- (b) Explain any two methods of demand forecasting with suitable examples. 7

7. (a) Describe the processes of developing a business continuity plan. 7

(b) What do you mean by working capital ? Describe the factors that affect working capital. 7

8. Write short notes on any *four* of the following : $4 \times 3 \frac{1}{2} = 14$

(a) Advertising and Sales Promotion

(b) Product Mix

(c) Innovative Entrepreneurs

(d) Brand Equity

(e) Entrepreneurship Development Programme

(f) Venture Capital Sources
