

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

**00046**      **Term-End Examination**  
**June, 2015**

**BIMEE-021 : TECHNICAL ENTREPRENEURSHIP**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. (a) Describe the important entrepreneurial characteristics. 7
- (b) Discuss the various factors that influence entrepreneurship. 7
2. (a) Explain the decision-making aspect of entrepreneurship. 7
- (b) Discuss the various barriers of entrepreneurship. 7
3. (a) How is an industry classified as a Small Scale Industry (SSI) ? Discuss the various incentives and benefits available to SSIs. 7

- (b) Describe in detail the procedure and formalities to establish a Small Scale Industry. 7
4. (a) Explain the procedure of preparing a market survey report. How does this report help an entrepreneur in decision-making? Explain. 7
- (b) Explain the procedure of techno-economic feasibility of a business plan. 7
5. (a) Describe briefly the various functions of marketing and sales management. 7
- (b) Define sales promotion. How does it differ from advertising? Explain. 7
6. (a) Name the sources of finance for raising fixed capital. Describe any two of them in brief. 7
- (b) Differentiate between 'fixed costs' and 'variable costs' with suitable examples. 7
7. Write short notes on the following :  $4 \times 3 \frac{1}{2} = 14$
- (a) Creativity and innovation of an entrepreneur
- (b) Market research
- (c) Book-keeping and accountancy
- (d) Government support in marketing