

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

**Term-End Examination**

**December, 2013**

**BIMEE-021 : TECHNICAL ENTREPRENEURSHIP**

*Time : 3 hours*

*Maximum Marks : 70*

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**Note :** *Attempt any five questions. All question carries equal marks.*

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1. (a) What is the significance of entrepreneurship in context of present socio-economic situation ? Explain the steps involved in the entrepreneurial process. 7
- (b) Explain the role of creativity and innovation in a entrepreneurship. 7
2. (a) Discuss in detail the barriers to entrepreneurship ? 7
- (b) Explain the role of decision making factors in the entrepreneurship. 7
3. (a) What are the objectives of market forecasting? Explain the steps involved in forecasting. 7
- (b) How is the economic feasibility analysis performed in respect of medium to small scale industries. 7

4. (a) Explain the procedure for formulation of the business plan. 7  
(b) Discuss the importance of plant locational layout. 7
5. (a) Discuss the banking policies and incentives available to entrepreneurs. 7  
(b) Briefly discuss different financial institution that provide financial assistance to entrepreneurs. 7
6. (a) Elaborate the importance of advertising in marketing. 7  
(b) Discuss the principles of cost analysis. 7
7. Write the short notes on the following : **3.5x4=14**  
(a) Various financial ratios.  
(b) Demand forecasting.  
(c) Govt. support in marketing.  
(d) Product differentiation.
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