

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

Term-End Examination

December, 2016

00493

BIMEE-021 : TECHNICAL ENTREPRENEURSHIP

Time : 3 hours

Maximum Marks : 70

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

1. (a) Explain the concept of entrepreneurship. How does an entrepreneur differ from a manager? 7
- (b) Discuss the barriers to entrepreneurship. 7
2. (a) Describe the role of decision-making factors in entrepreneurship. 7
- (b) What is meant by entrepreneurial motivation? Discuss in brief. 7
3. (a) How is an industry classified as a Small Scale Industry (SSI)? Explain the procedure and formalities to establish a small scale industry. 7
- (b) Explain the incentives and benefits available to the SSI units. 7

4. (a) Describe the process of developing a business continuity plan. 7
- (b) What is meant by market survey? Explain the procedure of preparing the market survey report. 7
5. (a) Explain the various methods of sales promotion techniques employed in marketing. 7
- (b) Describe the terms 'Consumer behaviour' and 'Buyer's behaviour' with the help of suitable examples. 7
6. (a) What is a Trial Balance? Discuss its uses and limitations. 7
- (b) Differentiate between 'fixed costs' and 'variable costs' with the help of suitable examples. 7
7. Write short notes on any *two* of the following: 7+7
- (a) Entrepreneurship Development Programmes (EDPs)
- (b) Creativity and Innovation
- (c) Demand Forecasting
-