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

**Term-End Examination**

**June, 2014**

**BIMEE-021 : TECHNICAL ENTREPRENEURSHIP**

*Time : 3 hours*

*Maximum Marks : 70*

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

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1. (a) Explain the concept of entrepreneurship. How does an entrepreneur differ from a manager ? 7
- (b) Explain the distinguishing characteristics of a successful entrepreneur. 7
2. (a) What is meant by entrepreneurial motivation ? Discuss. 7
- (b) Explain the factors which prompt people become entrepreneur. 7
3. (a) What is a small scale industry ? Explain the procedure and formalities to establish a small scale industry. 7
- (b) What are the objectives of market research ? Explain the steps involved in market research process. 7

4. (a) What is meant by market survey report ? Explain the procedure of preparing the market survey report. 7
- (b) Describe the process of developing a business continuity plan. 7
5. (a) Explain the different methods of sales promotional techniques of marketing. 7
- (b) What is meant by market assessment ? Why is it needed ? Describe the common methods used for market assessment. 7
6. (a) What is a trial balance ? Discuss its uses and limitations. Explain the various steps involved in accounting. 7
- (b) Explain the concept, merits and demerits of break even analysis. 7
7. Write short notes on the following :  $3\frac{1}{2} \times 4 = 14$
- (a) Market segmentation.
- (b) Entrepreneurship Development Programmes (EDPs).
- (c) Product planning.
- (d) Entrepreneurial mobility.
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