

**IV B.Tech II Semester Regular Examinations, Apr/May 2006**  
**ENTREPRENEURSHIP AND MANAGEMENT**  
**(Mechatronics)**

**Time: 3 hours**

**Max Marks: 80**

**Answer any FIVE Questions**  
**All Questions carry equal marks**

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1. The successful small scale industrial venture depends on the inherent viability of the project-Discuss. In this context explain how the project is planned, implemented and managed. [16]
2. Write an essay on Small Industries Development Organisation responsible for development of SSI Sector in the country. [16]
3. Technological advances have unfolded a galore of opportunities of entrepreneurship in internet and e-commerce all over the world. How do you plan to see yourself emerging as another Sabeer Bhatia (of Hotmail)? [16]
4. How do you monitor and evaluate new products or services being offered by the existing companies? What is the probability of success of launching a new product or service by an existing company? Analyse. [16]
5. What do you understand by the term “project”? [16]
6. How is the organisation for project management different from functional organisation? [16]
7. Can a successful functional manager be at once a successful project manager? Justify your answer. [16]
8. How do you evaluate the strength and weakness of a time management plan? [16]

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1. Describe the role, scope and opportunities for women entrepreneurs in India. [16]
2. Define the following:
  - (a) Small Scale Service and business unit
  - (b) Ancillary Unit
  - (c) Tiny Enterprises. [ $5\frac{1}{3} \times 3 = 16$ ]
3. Can entrepreneurs be created through training? What are the areas that are to be focused to create entrepreneurs in the modern society? Explain. [16]
4. “Networking with other R&D based technology organizations will help for technology development for a given product or service”. Explain. [16]
5. How would you use Pay back technique for evaluating the projects? [16]
6. What are the responsibilities of project manager ? [16]
7. What is transaction analysis? [16]
8. What are the functions performed by values? Explain. [16]

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1. How does the entrepreneurs vision for the future affect the decision to start the company? [16]
2. Explain various types and forms of enterprises. [16]
3. What are the emerging opportunities for entrepreneurs as a result of economic reforms in India? You can take one or two sectors such as Auto parts and Light Engineering Industry or services sector to explain your answer. [16]
4. Explain how do you collaborate with different organizations such as Central Institute of Technology Development (CITD) for technology development? [16]
5. What is survey method of demand forecasting? [16]
6. What are the responsibilities of project manager ? [16]
7. What is transaction analysis? [16]
8. How would you relate attitude with one's behaviour? [16]

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1. Explain the salient features of the Indian Economic Policy. Comment upon the major shifts in the economic policy in recent years. [8+8]
2. Briefly describe the contribution of SSI's in India in terms of production, employment generation and exports. [16]
3. How are entrepreneurs are different from managers? How do you identify the potential entrepreneurs? Explain. [16]
4. What do you understand by appropriate technology? Illustrate. [16]
5. What is sensitivity analysis? [16]
6. What are the steps in identifying the critical path in a network? [16]
7. Does enterprising qualities mean concern for work and results? Explain. [16]
8. How would you relate attitude with one's behaviour? [16]

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