

**IV B.Tech I Semester Supplementary Examinations, April/May 2005**  
**INDUSTRIAL ENTREPRENEURSHIP & MANAGEMENT**  
**(Chemical Engineering)**

**Time: 3 hours**

**Max Marks: 70**

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

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1. Explain, in brief, the chief motivating factors for promotion of entrepreneurship.
2. Describe the importance of entrepreneurship education and training.
3. What is the role of APSFC in the promotion of Entrepreneur growth in the state.
4. Give a description of product development procedure.
5. "Marketing may be defined as the delivery of standard of living. The size of the marketing cost continually becomes greater as standard of living raises". Discuss.
6. (a) State the advantages of working capital.  
(b) What is operating cycle?
7. Explain briefly in what areas of management the concept of Industrial Psychology is applied ?
8. Discuss the meaning of 'Morale'. Explain the procedures to be followed to take care of 'morale' in Industry.

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