

ENTREPRENEURSHIP DEVELOPMENT

Time: 3 hours

Max. Marks: 70

PART - A Answer ONE Question from each UNIT (5 x 12 = 60 Marks)**All Questions Carry Equal Marks****PART - B Compulsory (1 x 10 = 10 Marks)****PART -A**

UNIT-I		Marks	CO	BL
1.a)	Explain the concept of entrepreneurship with suitable illustrations.	6M	C115.1	L2
b)	Describe entrepreneurial motivation and its role in venture creation.	6M	C115.1	L2
OR				
2.a)	Summarize the major theories of entrepreneurship.	6M	C115.1	L2
b)	Demonstrate how entrepreneurial attitudes influence business performance.	6M	C115.1	L3
UNIT-II		Marks	CO	BL
3.a)	Explain the concept of incubation and take-off stage of enterprises.	6M	C115.2	L2
b)	Discuss different types of uncertainty faced by entrepreneurs.	6M	C115.2	L2
OR				
4.a)	Explain how SIDBI assists entrepreneurs in project management.	6M	C115.2	L3
b)	Discuss the government incentives and facilities available for SSIs.	6M	C115.2	L2
UNIT-III		Marks	CO	BL
5.a)	Differentiate between professional and family entrepreneurs.	6M	C115.3	L2
b)	Explain the causes of industrial sickness.	6M	C115.3	L2
OR				
6.a)	Explain in detail the role of BIFR in industrial revival.	6M	C115.3	L2
b)	What are the various remedial measures to revive a sick industry?	6M	C115.3	L2
UNIT-IV		Marks	CO	BL
7.a)	Apply project life cycle concepts to a new business idea.	6M	C115.4	L3
b)	Explain the importance of feasibility analysis.	6M	C115.4	L2
OR				
8.a)	Outline the phases of the project life cycle.	6M	C115.4	L2
b)	Illustrate feasibility analysis using a small business project.	6M	C115.4	L3
UNIT-V		Marks	CO	BL
9.a)	Describe the procedure for starting a new enterprise.	6M	C115.5	L2
b)	Discuss the factors influencing the choice of enterprise.	6M	C115.5	L2
OR				

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| 10.a) | Explain the importance and steps involved in preparing a project report. | 6M | C115.5 | L2 |
| b) | Explain the market assessment techniques for enterprise development. | 6M | C115.5 | L3 |

PART – B

CASE STUDY

- | | | Marks | CO | BL |
|----|---|--------------|-----------|-----------|
| 11 | Shakti Engineering Works is a family-owned manufacturing enterprise established in 2008 by Mr. Ramesh, a first-generation entrepreneur. Initially, the firm performed well due to strong family involvement and local market demand. Over time, lack of professional management, outdated technology, and poor financial planning led to declining productivity. Rising costs, delayed bank repayments, and inefficient operations pushed the firm into industrial sickness. Although banks suggested restructuring through bank syndication, family resistance to professional managers delayed corrective action. Eventually, the unit was referred to BIFR for revival support. With professional intervention, cost control measures, and financial assistance, the firm began showing signs of recovery, highlighting the importance of professional management in family enterprises. | 10M | C115.3 | L3 |

Questions:

1. Analyze the reasons for sickness in Shakti Engineering Works.
2. Suggest suitable remedies for reviving the sick unit.
