

Code: 20HS7701C

IV B.Tech - I Semester – Regular Examinations - DECEMBER 2023

ENTREPRENEURSHIP MANAGEMENT
(Common for ALL BRANCHES)

Duration: 3 hours

Max. Marks: 70

Note: 1. This paper contains questions from 5 units of Syllabus. Each unit carries 14 marks and have an internal choice of Questions.

2. All parts of Question must be answered in one place.

BL – Blooms Level

CO – Course Outcome

			BL	CO	Max. Marks
UNIT-I					
1	a)	What are the essentials or characteristics that an individual must possess to become a successful entrepreneur?	L2	CO1	7 M
	b)	Differentiate between various types of entrepreneurs.	L2	CO1	7 M
OR					
2	a)	Explain the motivation factors that drive individuals to become entrepreneurs and influence their entrepreneurial journey.	L2	CO1	7 M
	b)	Summarize the entrepreneurial process by highlighting the key steps involved up to the planning and initiation stages.	L2	CO1	7 M

UNIT-II					
3	a)	Identify and explain the sources of innovation that entrepreneurs can tap into drive of business growth.	L2	CO2	7 M
	b)	Explain how creativity plays an important role at every process of entrepreneurship?	L2	CO2	7 M
OR					
4	a)	Discuss the role of negotiation skills in entrepreneurship and provide examples of situations where these skills are critical.	L2	CO2	7 M
	b)	Summarize the significance of industry trends and technological advancements in generating business opportunities.	L2	CO2	7 M
UNIT-III					
5	a)	How does limited liability protect shareholders in a corporation?	L2	CO3	5 M
	b)	Explain different forms of partnerships, and how do they differ from each other?	L2	CO3	9 M
OR					
6	a)	List the constraints that entrepreneurs may encounter when choosing an LLP or LLC as their business structure.	L3	CO3	7 M
	b)	Examine the merits or benefits of entering into a franchising agreement for both franchisors and franchisees.	L3	CO3	7 M

UNIT-IV					
7	a)	Differentiate between the opportunity-driven Intrapreneurs and necessity-driven Intrapreneurs.	L3	CO3	7 M
	b)	How does intrapreneurship contribute to an organization's competitive advantage?	L2	CO3	7 M
OR					
8	a)	Explain the concept of Pinchot's Spontaneous Teams in the context of promoting intrapreneurship.	L2	CO3	7 M
	b)	Identify some common barriers or challenges that companies may face when trying to establish intrapreneurial ventures.	L2	CO3	7 M
UNIT-V					
9	a)	How do personal, environmental and sociological factors interplay in the decision to start a new enterprise?	L2	CO4	10 M
	b)	Discuss the relationship between ethics and business decisions.	L2	CO4	4 M
OR					
10	a)	What are the key principles that entrepreneurs should consider when addressing ethical considerations in corporate entrepreneurship?	L3	CO4	8 M
	b)	Summarize the role of leadership in promoting and upholding ethical practices within a corporate entrepreneurship environment.	L2	CO4	6 M