

Register No:

Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

EIGHTH SEMESTER B.TECH DEGREE EXAMINATION(R), MAY 2024**Electronics and Communication Engineering****(2020 SCHEME)****Course Code : 20ECT472****Course Name : Entrepreneurship****Max. Marks : 100****Duration:3 Hours****PART A***(Answer all questions. Each question carries 3 marks)*

1. What are the problems faced by women entrepreneurs?
2. Discuss the role of government policies in fostering entrepreneurial motivation.
3. Compare and contrast the role of small enterprises versus large enterprises in job creation and employment generation.
4. Explain the formation process of a proprietorship business and identify two advantages and disadvantages of this business structure.
5. What are some key government programs aimed at fostering entrepreneurship in India? Provide brief descriptions of two such programs.
6. How do cultural and societal factors influence women's participation in entrepreneurial activities in India? Discuss the role of promotional schemes in addressing these factors.
7. What things do you need to consider when planning a project? Give two examples.
8. What is the Internal Rate of Return (IRR) method used for in project evaluation? Explain it briefly.
9. Summarize the concept of strategic management.
10. Define the concept of human resource management (HRM).

PART B*(Answer one full question from each module, each question carries 14 marks)***MODULE I**

11. Describe your personal views on the growth of entrepreneurship in India in the next decade. 14

OR

12. Compare and contrast Maslow's Need Hierarchy Theory and McClelland's Acquired Need Theory 14
in the context of entrepreneurial motivation. Discuss how these theories can be applied to understand and motivate entrepreneurs.

MODULE II

13. Explain the potential challenges faced by cooperatives in raising capital compared to other types of 14
business entities. Propose strategies that cooperatives can adopt to overcome these challenges and ensure financial sustainability.

OR

14. Evaluate the advantages and disadvantages of different ownership structures (e.g., sole proprietorship, partnership, corporation) in the context of small enterprises. How do these structures impact the decision-making process, risk management, and long-term sustainability of the business? 14

MODULE III

15. Explain the development of women entrepreneurs with reference to Self Help Groups. 14

OR

16. Assess the challenges faced by entrepreneurs in accessing institutional support in India. Identify key barriers hindering entrepreneurs from leveraging available resources and propose strategies to address these challenges effectively. 14

MODULE IV

17. Explain the aspects and methods of Project Appraisal. 14

OR

18. How are project reports different depending on the project? Explain with examples. 14

MODULE V

19. Discuss the significance of the cost of capital in determining the financial viability of a project or investment. Provide real-world examples to illustrate your points. 14

OR

20. Discuss the factors that affect break-even point and how it can be calculated. 14
