

Roll No. ....

Total Pages : 2

BT-8/M-13

8848

**ENTREPRENEURSHIP**

Paper-ME-402-E

Time Allowed : 3 Hours]

[Maximum Marks : 100

**Note :** Attempt **five** questions in all, selecting at least **one** question from each Unit.

**UNIT-I**

1. Discuss the concept and importance of economics for engineers. Also discuss the concept of wealth and goods. 20
2. Write briefly on :
  - (a) Prime Cost and Overheads
  - (b) Various Causes of Depreciation. 10,10

**UNIT-II**

3. Discuss various entrepreneurial characteristics. Also write briefly on different myths on entrepreneurship. 20
4. Write briefly on :
  - (a) Replacement of items which deteriorate
  - (b) Selection of investment and replacement alternatives. 10,10

**UNIT-III**

5. Discuss, step by step, the process of launching a venture. 20

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P. T. O.

6. Write briefly on :

- (a) Product Development Approaches
- (b) QFD Approach. 10,10

**UNIT-IV**

7. Write briefly on :

- (a) Various sources of Finance for Entrepreneurs
- (b) SWOT Analysis. 10,10

8. Write briefly on :

- (a) Role of Advertising for Entrepreneurship
- (b) Pre-feasibility and Feasibility of a Project. 10,10

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