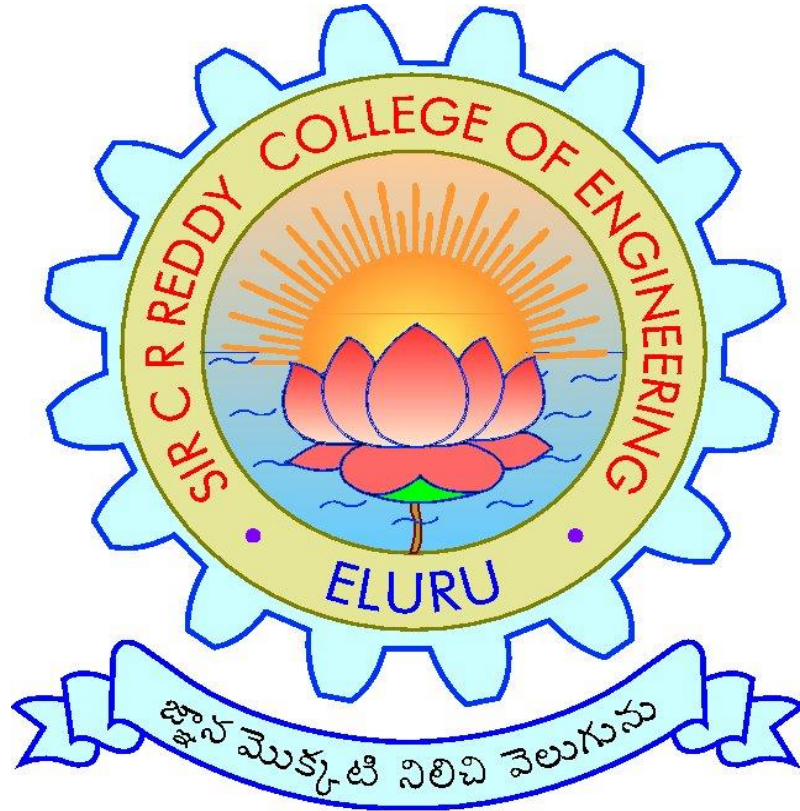


SIR C.R.REDDY COLLEGE OF ENGINEERING, ELURU
DEPARTMENT OF INFORMATION TECHNOLOGY
COURSE HANDOUT



SUBJECT: ENTREPRENEURSHIP - R194203R

CLASS: IV/IV B.Tech. II SEMESTER, A.Y.2022-23

INSTRUCTOR: SRI N.PRASAD

Course Handout Index

S. No	Description
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2	Department Vision & Mission
3	Program Educational Objectives (PEOs)
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College Vision & Mission

Vision: To emerge as a premier institution in the field of technical education and research in the state and as a home for holistic development of the students and contribute to the advancement of society and the region.

Mission: To provide high quality technical education through a creative balance of academic and industry oriented learning; to create an inspiring environment of scholarship and research; to instill high levels of academic and professional discipline; and to establish standards that inculcate ethical and moral values that contribute to growth in career and development of society in general.

Department Vision & Mission

Vision: To be a premier department in the region in the field of Information Technology through academic excellence and research that enable graduates to meet the challenges of industry and society.

Mission: To Provide dynamic teaching-learning environment to make the students industry ready and advancement in career; to inculcate professional and leadership quality for better employability and entrepreneurship; to make high quality professional with moral and ethical values suitable for industry and society.

Program Educational Objectives (PEOs)

PEO1: Solve real world problems through effective professional skills in Information Technology industry and academic research.

PEO2: Analyze and develop applications in Information Technology domain and adapt to changing technology trends with continuous learning.

PEO3: Practice the profession in society with ethical and moral values.

Program Outcomes (POs)

PO1: Engineering Knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

PO2: Problem Analysis: Identify, formulate, research literature, and analyze complex engineering problems reaching substantiated conclusions using the first principles of mathematics, natural sciences, and engineering sciences.

PO3: Design/Development of Solutions: Design solutions for complex engineering problems and system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, society, and environmental considerations.

PO4: Conduct Investigations of Complex Problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

PO5: Modern Tool Usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.

PO6: The Engineer and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PO7: Environment and Sustainability: Understand the impact of the professional engineering solutions in society and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO8: Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

PO9: Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multi-disciplinary settings.

PO10: Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

PO11: Project Management and Finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multi-disciplinary environments.

PO12: Life-long Learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcomes (PSOs)

PSO1: Design Skill: Design and develop softwares in the area of relevance under realistic constraints.

PSO2: New Technology: Adapt new and fast emerging technologies in the field of Information Technology.

JNTUK Academic Calendar

Website: www.jntuk.edu.in
Email: dap@jntuk.edu.in



Phone: 0884-2300991

Directorate of Academic Planning
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA
KAKINADA-533003, Andhra Pradesh, INDIA
(Established by AP Government Act No. 30 of 2008)

Lr. No. DAP/AC/IV Year /B. Tech/B. Pharmacy/2022

Date 25.06.2022

Dr. KVSG Murali Krishna,
M.E., Ph.D.,
Director, Academic Planning
JNTUK, Kakinada

To
All the Principals of Affiliated Colleges,
JNTUK, Kakinada.

Academic Calendar for IV Year - B. Tech/B. Pharmacy for the AY 2022-23

I SEMESTER			
Description	From	To	Weeks
Commencement of Class Work	04.07.2022		
I Unit of Instruction	04.07.2022	27.08.2022	8W
I Mid Examinations	29.08.2022	03.09.2022	1W
II Unit of Instructions	05.09.2022	29.10.2022	8W
II Mid Examinations	31.10.2022	05.11.2022	1W
Preparation & Practicals	07.11.2022	12.11.2022	1W
End Examinations	14.11.2022	26.11.2022	2W
Commencement of II Semester Class Work	05.12.2022		
II SEMESTER			
I Unit of Instructions	05.12.2022	28.01.2023	8W
I Mid Examinations	30.01.2023	04.02.2023	1W
II Unit of Instructions	06.02.2023	01.04.2023	8W
II Mid Examinations	03.04.2023	08.04.2023	1W
Preparation & Practicals	10.04.2023	15.04.2023	1W
End Examinations	17.04.2023	29.04.2023	2W


Director, 25/6/22
Academics & Planning,
Director
Academic Planning
JNTUK Kakinada

Copy to the Secretary to the Hon'ble Vice Chancellor, JNTUK
Copy to Rector, Registrar, JNTUK
Copy to Director Academic Audit, JNTUK
Copy to Director of Evaluation, JNTUK

Department Academic Calendar



Department of Information Technology IV/IV B.Tech Academic Calendar for 2022-23

2022-23	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M							
Jul 22						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Aug 22		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Sep 22					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
Oct 22						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Nov 22			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30					
Dec 22					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
Jan 23	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
Feb 23				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28						
Mar 23				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			
Apr 23						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
May 23		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					
Jun 23					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			

List of Holidays	Oct 9: Maulud Nabi	Mar 22 : Ugadhi	Mid exams
July 10: Bakrid	Oct 24 : Diwali	Mar 30: Srirama navami	End Examinations
Aug 9: Moharum	Dec 25 : Christmas	Apr 5: Babu Jagjivan Ram Jayanthi	Commencement of Class work
Aug 15: Independence day	Jan 14-16: sankranti	Apr 7: Good friday	Workshops
Aug 31: Ganesh Chaturdi	Jan 26: Republic Day	Apr 14: Ambedkar Jayanthi	Department fest/Elite
Oct 2: Gandhi jayanthi	Feb 18 :Sivaratri	Jun 29: Bakrid	
Oct 5: Vijayadasami	Mar 8 : holi		
			HoD
			Department of IT

Course Description

This subject covers the starting and managing a successful business.

Topics will include: marketing, finance, human resources, operations, legal issues, initial public offering, and succession and estate planning. Due to the engineering background of the students, special emphasis will be on exploring the legal issues involved in the process of applying for a patent. The course will enable a student to evaluate his or her own desires and prospects for a career as an entrepreneur. In so doing, it will provide the aspiring entrepreneur with a framework for selecting, funding, and starting his or her own business. While this might not seem relevant to some students, there is a lot of commonality in starting a business to that of managing a large department, developing a new product in a company, and/or being a division manager. At a minimum, students will come out of the course with a more complete understanding of the complexities and issues involved in being an engineering manager.

Course Objectives

- To develop and strengthen entrepreneurial quality and motivation in students.
- To impart basic entrepreneurial skills and understandings to run a business efficiently and effectively.

Course Outcomes

Students are able to

CO No's	Cos	Level
CO1	Student will be able to explain the concept, meaning and features of entrepreneurs	L2
CO2	Student will be able to infer the entrepreneurial environment & Policies of central and state government.	L2
CO3	Student will be able to interpret the business plan preparation from sources to evaluation.	L2
CO4	Student will be able to analyze the entrepreneurship as a career option.	L4
CO5	Student will be able to discuss the management of small business in all aspects.	L2

Lesson Plan

S. No	Unit	Topic	Teaching Aids	CO
1	I	Entrepreneurship concept	BB	CO1
2		Entrepreneurship as a Career	BB	CO1
3		Entrepreneurial Personality	BB	CO1
4		Characteristics of Successful, Entrepreneur	BB	CO1
5		Knowledge and Skills of Entrepreneur	BB	CO1
6		Types Of Entrepreneurs	PPT	CO1
7		Role Of Entrepreneurship In Economic Development	PPT	CO1
8		Pros and cons of Entrepreneurship	PPT	CO1
9	II	Business Environment	BB	CO2
10		Role of Family and Society	BB/PPT	CO2
11		Entrepreneurship Development Programmes	BB/PPT	CO2
12		Government Policies for Small Scale Enterprises	BB/PPT	CO2
13		Central and State Government Industrial Policies and Regulations	BB	CO2
14		Small Enterprises in International Business	BB	CO2
15		Course contents and curriculum of EDPs	BB	CO2
16		The Entrepreneurial behavior	BB/PPT	CO2
17	III	Sources of Product for Business	BB/PPT	CO3

18		Pre-feasibility Studies	BB	CO3
19		Criteria for Selection Process	BB/PPT	CO3
20		Ownership Structure	BB	CO3
21		Capital	BB/PPT	CO3
22		Budgeting Project Profile Preparation	BB/PPT	CO3
23		Matching Entrepreneur with the Project	BB	CO3
24		Feasibility Report Preparation	BB	CO3
25		Feasibility Report & Evaluative Criteria	BB	CO3
26		IV	Financial Planning	BB
27	Human Resource mobilization		BB	CO4
28	Production and Operation Management		BB/PPT	CO4
29	Marketing and Channel Selection		BB	CO4
30	Growth strategies in small business		BB/PPT	CO4
31	Product Launching		BB	CO4
32	Incubation		BB	CO4
33	Venture capital		BB/PPT	CO4
34	IT startups		BB	CO4
35	V	Monitoring and Evaluation of Business	BB/PPT	CO5
36		Industrial Sickness	BB	CO5
37		Effective Management of small Business	BB/PPT	CO5
38		Preventing Sickness and Rehabilitation of Business Units	BB	CO5
39		Policy and Procedural Issues	BB/PPT	CO5
40		Operating Reports	BB	CO5

Evaluation Pattern

S. No	Components	Internal	External	Total
1	Theory	25	75	100
2	Engineering Graphics/Design/Drawing	25	75	100
3	Practical	20	30	50
4	Mini Project/Internship/Industrial Training/ Skill Development programmes/Research Project	-	50	50
5	Project Work – Part I	20	30	50
5	Project Work – Part II	60	90	150

Marks Range Theory (Max – 100)	Marks Range Lab (Max – 75)	Letter Grade	Level	Grade Point
≥ 90	≥ 67	O	Outstanding	10
≥80 to <90	≥60 to <67	S	Excellent	9
≥70 to <80	≥52 to <60	A	Very Good	8
≥60 to <70	≥45 to <52	B	Good	7
≥50 to <60	≥37 to <45	C	Fair	6
≥40 to <50	≥30 to <37	D	Satisfactory	5
<40	<30	F	Fail	0
			Absent	0

Timetable

Day/Time	09.00- 09.50	09.50- 10.40	11.00- 11.50	11.50- 12.40	01.40- 02.30	02.30- 03.20	03.20- 04.10	04.10- 05.00
Mon		ES(B)	ES(A)					
Tue								
Wed	ES(A)	ES(A)	ES(B)					
Thu	ES(B)	ES(B)(T)		ES(T)(A)				
Fri								
Sat					*****			

Question Bank

UNIT-1

2-MARKS

1. What is an Enterprise?

The enterprise is the basic unit for economic organization. It transacts with other unit in the economy, it produces a product worth more than the resources used.

2. Define Entrepreneur.

According to Noah Webster, Entrepreneur is “one who assumes the risk and management of business”

3. What is Entrepreneurship?

Entrpreneurship is the process by which other new ventures are born within the confines of an existing corporation. It involves expansion by exploring new opportunities through new combinationsof existing resources.

4. List out the Characteristics of Entrepreneur.

- Clear objectives
- Communication Ability
- Human Relational ability
- Technical knowledge
- Initiative
- Problem solver
- Risk taker

5. Mention the different features of an Entrepreneur.

- 1.Capacity and willingness to assume risk
- 2.Willingness to hard work
- 3.Vision and foresightedness
- 4.Creative and imaginative thinking
- 5.Innovative and willingness to change

6. List out some of the qualities of true Entrepreneur.

- ✓ Energetic, hard working
- ✓ Interested in expanding the scale of operations
- ✓ Visualize changes
- ✓ Firm believer in planning & systematic work.

7. State the various functions of Entrepreneur

- Idea generation & screening
- Determination of business objectives
- Determination of form of ownership
- Recruiting of Men
- Product analysis& market research

8. What do you meant by Achievement motivation?

According to McClelland achievement motivation can be developed through training and experience. Ambition is the lever of all motives and nourishes achievement motive.

9. What are the types of Entrepreneur?

1. Innovating Entrepreneur
2. Imitating Entrepreneur
3. Fabian Entrepreneur
4. Drone Entrepreneur

10. What are the skills needed by an Entrepreneur?

- Analytical skills
- Negotiation skill
- Interpersonal skills
- Flexibility to work under changing condition

11. What are the characteristics of successful entrepreneurs?

1. be passionate about achieving their goals
2. have a spirit of adventure (in fact, the word "adventure" is derived from the Latin word meaning "to venture")
3. have a strong need to achieve and seek personal accomplishment
4. be self-confident and self-reliant
5. be goal-oriented

12. Write any four qualities of Entrepreneur.

- Inner Drive to Succeed
- Strong Belief in themselves
- Search for New Ideas and Innovation
- Openness to Change

13. What are the Factors affecting Entrepreneurship growth?

6. Economic factors
7. Social factors
8. Cultural factors
9. Personality factors
10. Psychological and sociological factors.

14. What are the Economic Factors?

8. Lack of adequate basic facilities
9. Non- availability of capital
10. Non- availability of raw materials and finished goods.
11. Greater risk involved in business
12. Non- availability of skilled labour

15. What are the Social factors?

7. Customs and traditions
8. Rationality of the society
9. Social system
10. Social set-up

16. What are the Personality Factors?

5. Suspect personality
6. Emergence of planning

15 MARKS

1. Describe the types of Entrepreneurs? Which one do you think most suitable for India?
2. Elaborate the Concept of Entrepreneurial Personality with examples.
3. Discuss the knowledge & skills of Entrepreneur with neat sketch.
4. "Entrepreneurship as a Career"- comment this statement.
5. Write a short note on Entrepreneurship.

6. Explain the Characteristics of Successful Entrepreneurs.
7. How Entrepreneurship as a Career? Explain.
8. Explain the Qualities of Entrepreneur.
9. Write a note on Women Entrepreneur in India.
10. What are factors affecting Entrepreneurship growth?

UNIT-2

2-MARKS

1. What is Business Environment?

Business environment is the sum total of all external and internal factors that influence a **business**. You should keep in mind that external factors and internal factors can influence each other and work together to affect a **business**.

2. List out the objectives of Entrepreneurial Training.

- Set/ reset the objectives of business
- To prepare for Accepting unforeseen risk
- To take strategic decision
- Scan business opportunities

3. What is Entrepreneurship Development?

Entrepreneurial Development Programme means the programme designed to help a person in strengthening his entrepreneurial motive and in acquiring skills & capabilities necessary for playing his Entrepreneurial role effectively.

4. List out the steps involved in Entrepreneurship Training Programme.

- ✚ Setting Training objectives
- ✚ Training objectives
- ✚ Developing course content

5. List out the contents of EDP.

- General Introduction to Entrepreneurship
- Motivation Training
- Management skills
- Support system & procedure
- Fundamentals of project feasibility study
- Plant Visits

6. What is DIC?

- DIC were established in May 1978 in order to cater to the needs of Small Units.
- Each district has a DIC at its headquarters.
- DIC responsibility is to act as a chief coordinator in respect of various Government departments and other agencies.

7. Mention the Nature of International Entrepreneurship.

- ✓ Involvement of Two countries
- ✓ Language differences
- ✓ Government Interventions
- ✓ Payment in Foreign Currency & Differ from Internal Business

8. Write a brief note on SISI.

- SISI was Established in 1956. Small Industries Services Institute are setup one in each state to provide consultancy and training to small & prospective Entrepreneurs.

Assistance:

- Technical consultancy & advisory service
- Common Facility service
- Training Facilities
- Testing Facilities
- Marketing Assistance

9. What is the role of the Entrepreneurship in economic development?

- Capital formation
- Improvement in per capita income
- Generation of employment
- Balanced regional development
- Improvement in living standards
- Economic development.

10. What are the objectives of EDPs?

20. Develop and strengthen their entrepreneurial quality.
21. Analysis environmental set up relating to small industry and small business.
22. Select product
9. Formulate project for the product
10. Know pros and cons in becoming an entrepreneurs
11. Develop a broad vision about the business.

11. What are the phases of EDPs?

- ❖ Pre- training Phase
- ❖ Training Phase
- ❖ Post-training Phases

12. Define Training.

Training may be defined as any procedure initiated by an enterprise which intends to foster and enhance learning among the employees working in the enterprise. So far as the training in small- scale units is concerned, the owner himself takes the responsibility for developing and

conducting the training programmes.

13. What are the objectives of training?

1. To improve job performance by enhancing employee's knowledge and skill
2. To prepare employees well competent to discharge the new responsibilities.
3. To impart skill how to operate the new machinery and equipments
4. To reduce the wastage and accidents.
5. To build a second line for more responsible positions at a later stage.

14. What are the methods of training?

1. on the job training
2. Apprenticeship training
3. Job Rotation
4. outside training.

15. What are the characteristics of a successful Training programme?

1. Its objectives and scope are clearly defined
2. The training techniques are related directly to the needs and objectives of the organization
3. It employs accepted principles of learning.

16. What is on the job training?

The oldest and most commonly used training techniques in the small scale units is the on the job training. It consists of the employees receiving training from their supervisors or other departmental members while they perform their regular jobs.

17. What is Job Rotation?

In this training programmed, employees are moved from job to job for a few hours a day, a few days at several weeks. Thus if one employee is absent, another employee can be well fill in the absence.

18. What is Apprenticeship training?

It combines both formal classroom learning and on the job experience. This kind of training programmed is provided mainly in the technical cadres. Plumbers, electricians and bankers are example or such training.

19. How training is given in the small scale industries?

The training opportunities for both skilled and unskilled employees.

- (i) Fear that the trained employees would demand for higher salaries
- (ii) Employees training will dislocate their schedule
- (iii) Imparting training to employees involves sizeable expenses.

20. What is Development?

Development is concerned with the growth of an employee in all respects. The term development is generally used for employees working in the managerial ladder.

21. Write any four financial institution names.

- ❖ IDBI
- ❖ IFCI
- ❖ ICICI
- ❖ LIC
- ❖ UTI

22. List of Loans available for starting Industrial venture in India.

- Industrial Development Bank of India (IDBI)
- Industrial Finance Corporation of India (IFCI)

15 MARKS

1. List out phases of EDPs.
2. Write the essential components of training.
3. Write the Steps for Starting Small-Scale Industries.
4. What are the financial institutions which help entrepreneur?
5. What are the Entrepreneurial Initiatives in India- “Top Incubation Center”?
6. Is there any entrepreneurial Initiatives in India? Mention it.
7. What is a Micro, Small or Medium Enterprise?
8. What is the Role of Government in Supporting Entrepreneurship?
9. Is there any State Governments Incentives for Investors?
10. What are the Loans available for starting Industrial venture in India?

**UNIT-3
2-MARKS**

1. What is project identification?

It is the process of identifying opportunities for new business ventures.

2. What is selection of product?

It is the first major step in the setting up of a business enterprise. Choice of the right product to be produced is the first essential of success in entrepreneurship.

3. What is project formulated?

Project formulated is the systematic development of a project idea for the eventual purpose of arriving at an investment decision. It involves a step by step investigation and development of project idea.

4. What is Technical feasibility?

Identifying the technical specification of the product in terms of its functional design, adaptability of new customer demand, durability, and reliability of performance, acceptable level of obsolescence, safety and standardization.

5. What are the assessments of project feasibility?

- Technical Feasibility
- Economic Viability
- Financial Feasibility
- Managerial Competence
- Implementation Scheme

6. What is financial planning?

Financial planning is the process of formulating policies and strategy relating to the procurement, investment and administration of funds for an enterprise.

7. What is debt equity consideration?

Optimum capital structure implies the most economical and safe ratio between debt and equity. It is the ideal mix of ownership funds and borrowed funds. From a strictly financial point of view, the optimum capital structure is achieved by balancing the financial so as to achieve the lowest average cost of long term funds.

8. What is IFCI?

Industrial Finance Corporation of India is to make medium and long term credits more readily available to industrial concerns in India, particularly in circumstances where normal banking accommodation is inappropriate or recourse to capital issue methods is impracticable.

9. What are the objects of IFCI?

- ▮ To assist in the promotion expansion and modernization of industrial enterprise
- ▮ Encourage and promote the participation of private capital both Indian and foreign
- ▮ Promote private ownership of industrial investment and expansion of investment markets

10. What is Venture capital?

It is a form of equity financing of projects with high risk and return. It is meant for financing high technology projects.

11. What is export finance?

In order to encourage export from small scale sector, export credit is provided to small scale exporters. State Bank of India and other public sector banks provided export finance. The RBI and the IDBI provide refinance facility.

12. What is IDBI?

Industrial Development Bank of India was set up on July 1, 1964 as an apex institution in

the field of industrial finance. It provides assistance to small scale units indirectly through its refinance and bills rediscounting schemes.

13. What is the assistance by commercial bank?

Term loan, Installment credit, Special schemes of assistance and credit guarantee scheme.

14. What are the special characteristics of International Trade?

- Rules and regulation
- Risk in transit
- Physical Distance
- Credit worthiness of dealers
- Difference in language Currency

15. What is Tax holiday?

Under section 80 IA of the Income tax Act, 1961, deduction is allowed in computing the taxable income in respect of profits derived from a new industrial undertaking or a ship or the business of a hotel.

16. What are the basic elements of export procedure?

- Registration of exporter
- Selection of export market and buyer
- Receipt of enquiries
- Receipt of intend
- Preparation of goods for export
- Arranging insurance coverage
- Obtaining the shipping order
- Dispatching goods
- Certificate of origin

17. How is documentation for exports prepared?

- i. Proforma invoice
- ii. Intend
- iii. Letter of credit
- iv. Packaging list
- v. Marine Insurance Policy
- vi. Bill of Lading
- vii. Commercial invoice
- viii. Bill of exchange
- ix. Certificate of origin

18. What is the role of the Institutional assistance for exporters?

- Arranging participation in international exhibitions

- Arranging Indian exhibitions abroad
- Running show rooms in foreign countries
- Setting up trade centers in selected important markets outside India

19. What are the groups of Export credit and Guarantee Corporation?

- Standard policies issued to exporters to protect them against the risk of trading with overseas buyers on credit terms
- Financial guarantees issued by banks against the risk involved in providing credit to exporters
- Special policies

20. What is International Collaboration?

International / Foreign collaboration implies a business partnership/joint venture between an Indian entrepreneur and a foreign entrepreneur. It may be a technical collaboration where in the participant provides advanced technology and technical know-how to the Indian partner.

21. What is Project?

It is defined as a typically has a distinct mission that it is designed to achieve and a clear termination point, the achievement of the mission.

15 MARKS

1. What do you know about Pre-feasibility Studies?
2. Explain the Classification of Ownership Structure.
3. How do you prepare Business Plan?

UNIT-4

2-MARKS

Before the production actually starts, the entrepreneur needs to anticipate the possible market for the product. He has to anticipate who will be the possible customer for his product.

1. What is market assessment?

Different customer requires different types or qualities of a product. A small scale unit cannot meet the requirement of all types of customers. Therefore, it has to choose a target market or group of customers. After identifying the target market it should estimate the total demand.

2. What is market segmentation?

A market consists of heterogeneous customers who differ in terms of their needs, preference and buying capacity. A different marketing approach is necessary for every customer group.

3. What is pricing policy?

Price is an important element of marketing mix as it influences the profit margin and the sales volume. Pricing involves not only fixing the base price but also deciding the discount structure mode of payment, currency to be used, etc.

4. Define co-operative organization.

It is an association of person, usually of limited means who have voluntarily joined together to achieve a common economic end through the formation of a democratically controlled business organization, making equitable contributions of the capital required and accepting a fair share of risk and benefits of the undertaking.

5. What are the types of co-operatives?

- Producers
- Consumers
- Marketing
- Co-operative credit societies

6. What are the types of growth strategy?

- Expansion
- Diversification
- Mergers
- Sub contraction

7. What is diversification?

It is no longer possible for a firm to expand in the basic product market. Therefore the firm must add new products or markets to its existing business line this approach towards the growth is called as diversification.

8. What is Joint Stock Company?

It is a voluntary association of individuals for profit having a capital divided in to transferable shares.

9. What is marketing mix?

The entrepreneur always tries to choose a mix of alternatives/decisions amongst the alternatives that may yield the maximum returns for him/her. There are usually four main decision areas. Viz. products, price, promotion and place which constitute a mix of decisions.

10. Define Branding.

“A brand is a name, term, sign, symbol or design or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

11. What is Packaging?

Packaging is considered as an important element of product mix. Some marketers even consider it as a fifth „p“ along with product, price, promotion and physical distribution. Packaging has been variously defined.

12. What is distribution channel?

A channel of distribution or marketing channel is the structure of intra company organization units and extra-company agents and dealers, wholesale and retail through which a commodity, product or service is marketed.

13. How to select a suitable channel?

The success or failure of an enterprise inter alia depends upon to a great extent, the selection of a suitable channel of distribution. There are a number of factors that must be considered when a channel of distribution is to be selected.

14. What is Man power planning?

Under Man power planning the management needs to ask itself two basic questions of

- (i) What kind of people do we need?
- (ii) How many people do we need?

15. What is the identification of job requirements?

1. Conducting job analysis
2. Job Description
3. Job satisfaction

15 MARKS

1. What are the Marketing Strategies involved in Entrepreneurship?
2. Explain the pricing methods/policies.
3. Detail notes on Distribution methods.
4. Detail notes on Working capital Management.
5. Write a note on Inventory Management.
6. Write a note on Production and Operation Management.
7. Detail notes on Growth strategies.

UNIT-5 2-MARKS

1. State the Schumpeter's view of entrepreneur.

An entrepreneur is an innovator who brings economic development through new combinations of factors of production.

2. Define Sickness.

According to Reserve Bank of India, a sick unit is one which incurs cash losses for one year and is likely to continue to incur cash losses for the current year as well as the following year.

3. What are the symptoms of Industrial sickness?

1. Persisting of shortage of cash
2. Deteriorating financial ratios
3. Widespread use of creative accounting
4. Continuous tumble in the price of the shares
5. Frequent request to banks and financial institution for loan

4. What are the consequences of industrial sickness?

Financial loss, loss of employment, industrial unrest, harms to invest, wastage of scarce resources and loss of public revenue.

5. What is an industrial estate?

It is a method of organizing, housing and servicing industry, a planned clustering of industrial enterprises offering standard factory buildings erected in advance of demand and a variety of service and facilities to the occupants.

6. What is self-sufficiency?

Some firms grow to become independent in terms of marketing of raw material or marketing of products. They integrate the various stages of industry or acquire other firms to gain control over the supply of materials and marketing of finished goods.

7. What are the major causes of sickness?

Internal causes mainly relate to the poor quality of top management External causes relate to external factors arising outside the organization.

8. What is the rehabilitation of sick units?

- Sick Industrial companies Act 1985
- IDBI's Special cell
- Sick Industrial Undertaking Cell
- Co ordination committees
- Quarterly Bank Report
- Industrial Reconstruction Bank of India

9. What are the roles of government in preventing the sick units?

The number of industrial units in the country has increased enormously after the independence we have diversified industrial structure with widespread entrepreneurship. Government is responsible for this with its effort at creating infrastructure facilities, specialized industrial and packaging of incentives for entrepreneur.

10. What are the institutions supporting the entrepreneurs?

District Industrial center, Small Industries Development Organization, National Small Industries Corporation, National Industrial Development Corporation Ltd., Small Industries Extension Training Institute Hyderabad and State Trading Corporation of India.

11. What are the roles of financial institution in preventing sickness?

Apex financial institution like IDBI, IFCI, ICICI and nationalized commercial banks are in a favorable position to prevent industrial sickness. These are to remain in constant touch with the units with market conditions as well as the funded units are in an excellent position for receiving early warning of sickness.

12. What are the various EDP's conducted in India?

- EDP's among non engineers
- EDP's among self employment beneficiaries
- EDP's among women entrepreneur
- EDP's for rural artisans, students, weaker section of the society, physically handicapped person, etc.

13. Define plant layout?

Plant layout is referred to the arrangements and location of different departments and of the machinery with in a department so that an optimum utilization of space available can be made with a view to enabling plant to function in an effective manner.

14. What is working capital?

It is the amount of funds which an SSI must have to finance its day to day operation.

15. How project report prepared?

A project report is prepared by the entrepreneur himself or by his consultants or associates in order to present relevant facts before the decision makers to enable them to decide whether the project is worthwhile for the investment or not.

16. What is feasibility report?

A feasibility report or a project report of a new enterprise or of an expansion of the existing unit provides in general, primary economic information, financial data and technical data which serve a quite number of discrete economic processes or cost structure of the industry concerned.

17. What is financial ratio analysis?

It is a quantitative technique for assessing the financial health of a unit from the accounting data and helps to describe the significant relationship between two comparable figures in the financial statement.

18. What is Fabian Entrepreneur?

These are traditionally bounded entrepreneurs who would always be cautious and they neither introduce new changes and they neither introduce new changes, nor adopt new methods innovated by the most enterprising entrepreneurs. They are lazy, follow old customs, tradition, sentiments .etc.

19. What is Drone Entrepreneur?

These entrepreneurs never allow any change in their production and the style of functioning. They never explore opportunities and neither prepares to take any risk. They may even meet losses due to obsolete methods of production, but do not change their production methods and continue to adopt traditional ways in production processes.

20. What are the entrepreneurial performances in India?

- (a) socio-cultural background of the entrepreneur
- (b) Motivational force
- (c) Knowledge and ability of the entrepreneurs
- (d) Financial strength

21. Define Gestation Period.

It is defined as the time gap between the date of incorporation and the date of commencement of commercial production.

22. What are tiny Units?

These refer to undertakings having fixed investment in plant and machinery not exceeding of Rs.5lakhs. These also include undertakings providing services of laundry,

repairs etc.

23. Characteristics of small scale business.

1. Personal character
2. Closely held
3. Local area of operation
4. Labour intensive
5. Indigenous resources
6. Limited scale of operations

24. What is an Indigenous resource?

Small scale units that use the local resources. Therefore, they have decentralized or dispersed location.

25. What are the key factors influencing the mobility of entrepreneur?

1. Resources
2. Experience
3. Education

15 MARKS

1. Why do monitoring and evaluation of Business?
2. Explain Advantages and Disadvantages of Internal and External Evaluations.
3. What are the Different Approaches to Evaluation?
4. What are the stages in Industrial sickness?
5. What are the signals and causes in industrial sickness?
6. What are the Governmental measures to combat industrial sickness?
7. What are the guidelines given by RBI related to Entrepreneurship?