

[Total No. of Questions - 9] [Total No. of Printed Pages - 2]  
(2125)

15253

**B. Tech 7th Semester Examination**  
**Entrepreneur Development (OS)**  
**EE-7003**

**Time : 3 Hours**

**Max. Marks : 100**

*The candidates shall limit their answers precisely within the answer-book (40 pages) issued to them and no supplementary/continuation sheet will be issued.*

**Note :** Attempt five questions in all, selecting one question each from section A, B, C & D. Section-E is compulsory.

**SECTION - A**

1. What are the primary traits and characteristics of successful entrepreneurs? (20)
2. What are the prospects of the small-scale Industries in a free economy? Also discuss the major steps in launching own venture. (20)

**SECTION - B**

3. What do you mean by the term usability testing and explain its importance in the era of globalization. Support your answer with suitable examples. (20)
4. Young entrepreneur has come out with an idea of manufacturing toilet leaves for the target group of travelers. How would you evaluate this idea? (20)

**SECTION - C**

5. Elaborate the tools of techno economic feasibility which are being used for project report. (20)

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2

15253

6. What are the features and outcome of SWOT analysis? (20)

**SECTION - D**

7. Discuss the major legal provision related to packing and advertising after sale service. (20)
8. "The marketing concept does not imply that marketing executives will run the firm. The concept requires only that whoever is in top management be marketing oriented". Explain the above statement and distinguish marketing concept is different from product concept and societal concept. (20)

**SECTION - E**

9. (a) Features of SWOT analysis.  
(b) State a few statutory warning.  
(c) What are the important steps in product development process?  
(d) Rapid prototyping.  
(e) What is meant by quality function?  
(f) What are the provisions of partnership Act?  
(g) Role of small scale Industries.  
(h) What do you understand by social responsibilities?  
(i) What is economic feasibility?  
(j) State types of entrepreneurs. (10×2=20)