

Exam.Code:0920

Sub. Code: 6807

1019
B.E. (Computer Science and Engineering)
Eighth Semester

Management Elective

HSM-403: Entrepreneurship and Project Management

Time allowed: 3 Hours

Max. Marks: 50

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting two questions from each Unit.
x-x-x

- I. Attempt the following:-
 - a) Name two forms of ownership of business. Discuss two advantages of each?
 - b) What is Market segmentation ? Discuss.
 - c) Discuss Socio-Economic desirability of a project with example ?
 - d) What are the sources of Finance available to the Entrepreneur ?
 - e) What are the qualities needed to be a successful entrepreneur. Write four? (5x2)

UNIT - I

- II. Discuss the growth of women entrepreneurship in India ? What are the problems faced by women entrepreneurs ? How does the government support women entrepreneurship ? (10)
- III. What is Project Life Cycle ? Discuss each stage of the cycle? Taking an example explain the relevance of Project Life Cycle ? (10)
- IV. What is SWOT analysis ? How is it beneficial for evaluating business alternatives. Discuss with an example? (10)

UNIT - II

- V. Discuss the elements of a Business Plan ? Using an example discuss how you will prepare the Business Plan for the specific business that you plan to do ? (10)
- VI. What are the factors which influence the location of a Production Plant ? Discuss with ref to Cement and Steel Plant ? (10)
- VII. Write short notes on:-
 - a) Feasibility analysis (10)
 - b) Marketing Mix

x-x-x