

2062
B.E. (Mechanical Engineering)
Eighth Semester
HSS-801: 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 Part.

x-x-x

- I Write briefly:
- a) Define the term Entrepreneurship.
 - b) What do you understand by "Self-employed entrepreneurs". How are they different from "Affluent entrepreneurs".
 - c) What do you understand by 'idea generation'.
 - d) Discuss what is a 'Project' giving an example for it.
 - e) What is called risk in project management. (2x5)

PART-A

- II. a) Explain the characteristics of Entrepreneurs. Explain the functions of Entrepreneurs (5)
b) Explain the role of entrepreneur in economic development. (5)
- III. a) Explain the Problems in the growth of women Entrepreneurship in our country. (5)
b) What is Bank Credit Facilitation Scheme for MSME. How MSME loans can be availed under Bank Credit Facilitation Scheme. (5)
- IV. a) List and describe five key phases of a project lifecycle, the activities undertaken during and outputs of each. (5)
b) Explain SWOT analysis in a project. Which phase of the project is it carried out. What are the consequences if it is not done. (5)

PART-B

- V. a) What is project formulation What are the elements of project formulation? (5)
b) What is project feasibility? Examine its various dimensions with the help of appropriate illustrations. (5)
- VI. a) Prepare a checklist, which can facilitate a project manager in designing a project report. (5)
b) What critical factors should be considered for ensuring project success. Discuss (5)
- VII. What is the meaning of marketing segmentation targeting and positioning. What are the different types of market segmentation and targeting strategies. How can one identify target market. (10)

x-x-x