

Exam.Code:0920

Sub. Code: 6435

2054

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. Answer the following:-

- a) Name three forms of ownership of Business.
- b) How does Indian Government help women entrepreneurs?
- c) How are MSME's classified?
- d) Name four sources of finance for the entrepreneur.
- e) What is meant by Financial analysis of a project? (5x2)

UNIT - I

- II. What is meant by Project-Life Cycle (PLC)? Discuss in detail with reference to a project of your choice? (10)
- III. What is meant by SWOT analysis? How is SWOT analysis done? Discuss with a example. (10)
- IV. What are the characteristics of an Entrepreneur that differentiate them from others? How do Entrepreneurs contribute to the society? (10)

UNIT - II

- V. What is meant by Feasibility Analysis? How do you do feasibility analysis for a product / service in terms of
 - a) Competitor products and their pricing if similar products already exist and chances factors on which its ultimate success will depend.
 - b) Importance of government policy in that field if any
 - c) Acceptability of similar products in the market
 - d) Customers expectation in terms of service and maintenance

Take an example of a product and service to illustrate your answer. (10)

P.T.O.

(2)

VI. What is meant by Market segmentation? On what factors is the segmentation done?
Discuss by taking an example. (10)

VII. Write short notes on:-

a) Marketing Mix

b) Factors affecting the location of plant decision

(2x5)

x-x-x