

Exam.Code:0920
Sub. Code: 33492

2055

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) Write four qualities that differentiate Entrepreneurs from others.
- b) What is meant by Socio-Economic Desirability of a project?
- c) What is E- Governance? Give two advantages and also write two points on how it is being implemented in India.
- d) What is Project Life Cycle (PLC)? What are its different phases?
- e) What is meant by Market Segmentation? How is it done? (5x2)

UNIT - I

- II. What is meant by SWOT analysis of a project? How is SWOT analysis done? Discuss with an example? (10)
- III. What are MSMEs? How are they classified on the basis of investment? What are the government policies to promote this sector? (10)
- IV. What are different forms of ownership of business? What are the salient features of each? Which type of ownership is best suited for a start up? (10)

UNIT - II

- V. What is meant by Marketing Mix? Discuss in detail? (10)
- VI. What is Feasibility Analysis (FA)? What are the different types of FA? Discuss in detail? (10)
- VII. Write short notes on:-
 - a) Factors affecting the location of a plant
 - b) Business Plan and its main components (2x5)

x-x-x