

2055

B.E. (Mechanical Engineering)
Eighth Semester

HSMC-801: Project Management and Entrepreneurship

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) Define the term entrepreneurship.
- b) Name any one characteristic of a successful entrepreneur.
- c) What is the full form of MSMEs?
- d) Mention one problem commonly faced by women entrepreneurs.
- e) Give an example of a sole proprietorship business.
- f) What does the 'W' in SWOT analysis stand for?
- g) What is the primary objective of an Entrepreneurial Development Programme (EDP)?
- h) Name any one element of the marketing mix.
- i) Write the meaning of project life cycle.
- j) State one source of finance for a start-up business. (10x1)

UNIT - I

- II. Explain the concept of entrepreneurship. Discuss the functions and characteristics of a successful entrepreneur in detail. (10)
- III. Define women entrepreneurship. Discuss the major problems faced by women entrepreneurs and the institutional support available for them in India. (10)
- IV. What is a project life cycle? Explain the concept of SWOT analysis and perform a SWOT analysis for a small food delivery start-up. (10)

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UNIT - II

- V. What are the key elements of project formulation? Discuss the significance of financial viability and socio-economic desirability in a project. (10)
- VI. What is a business plan? Explain the steps involved in preparing a project report. Illustrate with a hypothetical example of a real-life project. (10)
- VII. Explain the concept of marketing mix with suitable examples. Also, elaborate on the concepts of market segmentation, targeting, and positioning (STP). (10)

x-x-x