Subject Code: KHU802

PAPER ID-410017

Roll No: 3 0 1 0

BTECH
(SEM VIII) THEORY EXAMINATION 2023-24
PROJECT MANAGEMENT & ENTREPRENEURSHIP

TIME: 3 HRS **M.MARKS: 100**

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

Q no.	Question	Marks	CO
a.	Mention the different features of an entrepreneur.	2	1
b.	What do you mean by Achievement motivation?	2	1
c.	What are the four major themes of entrepreneurship and innovation?	2	2
d.	What is feasibility study of a project?	2	2
e.	Define project goals.	2	3
f.	What is the difference between a cash flow statement and a forecast?	2	3
g.	What is market assessment?	2	4
h.	What are the types of growth strategy?	2	4
i.	What are the objectives of marketing management?	2	5
j.	What is the legal structure used in social entrepreneurship sector?	2	5

SECTION B

2. Attempt any *three* of the following: **10 x 3 = 30**

a.	How to highlight the entrepreneur's skills during the hiring process?	10	1
b.	Give strategies for a sustainable enterprise model.	10	2
c.	Define the project life cycle. What are the five main stages of the project life cycle?	10	3
d.	Evaluate feasibility and establish the project's purpose and stakeholders.	10	4
e.	What are the signals and causes in industrial sickness? Describe.	10	5

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

a.	'Entrepreneurship is a process of giving birth to an enterprise'. Discuss.	10	1
b.	Identify the problems faced by an entrepreneur in India.	10	1

4. Attempt any *one* part of the following: **10 x 1 = 10**

a.	What is meant by entrepreneurial motivation? Is it required to be a successful entrepreneur?	10	2
b.	Describe the five elements for a sustainable business model.	10	2

5. Attempt any *one* part of the following: **10 x 1 = 10**

a.	How are projects classified? In your view, which criterion seems to be more rational and acceptable for classification of projects?	10	3
b.	What do you understand by project identification? Discuss, with examples, the process involved in project identification.	10	3

6. Attempt any *one* part of the following: **10 x 1 = 10**

a.	Differentiate Project cost estimation and Project estimate.	10	4
b.	Write the six steps to making financial projections for your new business.	10	4

7. Attempt any *one* part of the following: **10 x 1 = 10**

a.	What are the different types of social entrepreneurship? Explain any two of them.	10	5
b.	Write the practices used in marketing for social enterprises.	10	5

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