

B. Tech. Sem – VIII (Civil Engg.) (2014 COURSE) (CBCS) :
SUMMER - 2019
SUBJECT: ELECTIVE – III : ENTREPRENEURSHIP DEVELOPMENT

Day Thursday
Date 30/05/2019

Time : 02.30 PM TO 05.30 PM
Max. Marks : 60

S-2019-2880

N.B.:

- 1) All questions are **COMPULSORY**.
- 2) Figures to the right indicate **FULL** marks.
- 3) Draw neat and labeled diagram **WHEREVER** necessary.
- 4) Assume suitable data, if necessary.

Q.1 Give classification and characteristics of entrepreneur. **(10)**

OR

Q.1 Explain in detail the present scenario of entrepreneurship in civil engineering in India. **(10)**

Q.2 What are major differences between divergent thinking and convergent thinking for opportunity search? **(10)**

OR

Q.2 What is environmental scanning for business opportunity identification? **(10)**

Q.3 What are different financial feasibility market survey techniques? Explain in detail. **(10)**

OR

Q.3 Explain the meaning, objectives and importance for preparation of business plan. **(10)**

Q.4 What is importance of working capital and fixed capital assessment? **(10)**

OR

Q.4 Explain financial ratios. What is their significance? **(10)**

Q.5 What is objective and importance for preparation of project reports? **(10)**

OR

Q.5 Explain in detail financial, technical, commercial and economic viability for project implementation. **(10)**

Q.6 What is importance of marketing management in entrepreneurship development? **(10)**

OR

Q.6 Explain the necessity of communication skills in marketing management. **(10)**

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