

MALLA REDDY ENGINEERING COLLEGE (AUTONOMOUS)

(Affiliated to JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD)
Gundlapochampally (H), Maisammaguda (V), Medchal (M), Medchal-Malkajgiri (Dist), Hyderabad

MBA IV SEMESTER SUPPLEMENTARY EXAMINATIONS, DECEMBER-2018Subject: **ENTREPRENEURSHIP****Time: 3 hours****Max. Marks: 60****PART – A****Answer ALL questions of the following****5x4Mark=20 Marks**

1. What is an entrepreneurship? Differentiate entrepreneurship with intrapreneurship?
2. Define entrepreneurial motivation?
3. What is the importance of innovation and creativity in entrepreneurship?
4. What is intellectual property right?
5. What are the various types of growth strategies adopted by the firms?

PART-B**Answer any 5 questions of the following****5x 8 Marks= 40 Marks**

1. Describe the growth and evolution of entrepreneurship in India?
2. What is women entrepreneurship? Discuss the prospects and challenges for women entrepreneurship?
3. A) What are the various stages in growth of a venture?
B) What are the factors that are responsible for the growth of a venture?
4. A) Discuss various types of legal requirements for registration of trade marks in India?
B) Write a short note on the following:
(i) Trade secrets (ii) Patents
5. What is a startup? Discuss the advantages and disadvantages of startup's in Indian Business Context?
6. A) Explain various theories of entrepreneurship?
B) What are the various challenges in new ventures?
7. A) Discuss various methods of initiate new ventures?
B) What are the various challenges in new venture development?
8. Answer any one from the following.
A) Traits of an entrepreneur
B) Corporate entrepreneurship?