

Code No: R20A0337

**MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY**

(Autonomous Institution – UGC, Govt. of India)

**IV B.Tech - II Semester Advance Supplementary Examinations, July 2024****Innovation, Start-up & Entrepreneurship**

(Common to all branches)

<b>Roll No</b>									
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**Time: 3 hours****Max. Marks: 70**

**Note:** This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

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**SECTION-I**

- 1    *A*    Distinguish Inbound and Outbound ideation. Give suitable examples of each.    [7M]  
       *B*    Discuss the role of Entrepreneurship in the development of the country.    [7M]

OR

- 2    *A*    Define innovation. Discuss various levels of innovations.    [7M]  
       *B*    Describe in detail the importance of entrepreneurship in new millennium.    [7M]

**SECTION-II**

- 3    *A*    Distinguish Innovation, Creativity and Imagination. Give suitable examples.    [7M]  
       *B*    Discuss the reasons for entrepreneurial stress.    [7M]

OR

- 4    *A*    “Entrepreneurship is a Motivation”. Do you agree with this? Justify your answer.    [7M]  
       *B*    Discuss the problems of Start-ups.    [7M]

**SECTION-III**

- 5    *A*    Write a business plan with suitable example.    [7M]  
       *B*    What is Financial Feasibility? Discuss its need and importance.    [7M]

OR

- 6    *A*    Why do you think Fund Raising is essential?    [7M]  
       *B*    How do you identify the target segment and capture market share.    [7M]

**SECTION-IV**

- 7    *A*    Explain about permits, registrations and compliances in Entrepreneurship.    [7M]  
       *B*    Discuss in brief various financial aspects in Entrepreneurship.    [7M]

OR

- 8    *A*    Write short notes on Break Even Point, P/V ratio, Margin of safety.    [7M]  
       *B*    Discuss the importance of Taxation for a new venture.    [7M]

**SECTION-V**

- 9    *A*    Explain the measures taken by Government of India to encourage start-ups.    [7M]  
       *B*    Define Intellectual Property? Discuss its types.    [7M]

OR

- 10   *A*    Explain briefly Angel and venture, capital market for start-up    [7M]  
       *B*    Explain the benefits of Business Incubators.    [7M]

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