

[5254]-89

**B. E. (Electronics) (Semester - I)**  
**ENTREPRENEURSHIP AND BUSINESS PLANNING**  
**(2008 Pattern) (Elective -II)**

*Time : 3 Hours]*

*[Max. Marks : 100*

*Instructions to the candidates:*

- 1) *Answers to the two sections should be written in separate answer books.*
- 2) *Neat diagrams must be drawn wherever necessary.*
- 3) *Answer three questions from each section.*

**SECTION - I**

- Q1)** a) Discuss the importance Entrepreneurship to Engineers in today's highly competitive technologically oriented corporate world. [7]
- b) Explain how growth of Entrepreneurs & Entrepreneurship affects the state of economy of the nation. [9]

OR

- Q2)** a) Explain the benefits of promoting entrepreneurship among the employees within the organization. [7]
- b) State and explain the parameters to be considered by entrepreneur while launching a new product or service. [9]
- Q3)** a) State and explain types of business ownership. Comment on types of ownership suitable for Engineer who wants to become an entrepreneur. [7]
- b) What is demand economy; how it affects the businesses, explain the strategies an entrepreneur need to formulate in order to tackle compelling issues with demand economy. [9]

OR

- Q4)** a) What is Break-even analysis? Explain how this tool can be used in business to maximize profits. [8]
- b) State legal forms of business; explain which legal form is more convenient to entrepreneurs to raise finances at minimum expense. [8]
- Q5)** a) What is business plan? Explain how the business plan helps entrepreneurs for raising funds for starting a new business. [9]
- b) Explain role of marketing in business. Explain the role of technology, in marketing, for today's highly competitive world. [9]

OR

- Q6)** a) Explain the importance of insurance. Explain how cost effectively you can take care of various risks involved in business. [7]
- b) How will you take care of direct and indirect of competition in your business? [5]
- c) Comment on selection of proper location and physical layout in a retail business. [6]

## **SECTION - II**

- Q7)** a) Explain the importance of Human resource. Discuss the ways to hire the staff. [8]
- b) Discuss the importance of effective record keeping and accounting system in a business. [8]

OR

- Q8)** a) State and explain the methods used to track Inventory. [9]
- b) Comment on importance of correct evaluation of appraisal of employees. [7]

**Q9) a)** What is role of working capital? Explain how businesses get affected due to mismanagement of working capital. **[8]**

b) Explain how technology can help the business to improve operational efficiency. **[8]**

OR

**Q10)a)** Discuss the role of legal adviser. **[7]**

b) Explain in brief methods used to analyze financial performance of a business. **[9]**

**Q11)a)** State and explain legal requirements to be complied with while starting a new enterprise. **[9]**

b) State & explain the importance of consumer protection laws to an entrepreneur. **[9]**

OR

**Q12)a)** What are ethical business practices? Discuss how businesses have no alternative but to follow them, if they want to sustain today? **[8]**

b) What is PLM (Product life cycle Management)? Explain its importance in launching new products. **[10]**

