

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2021

B.Tech Semester 5

COURSE CODE:18B11HS511

MAX. MARKS: 35

COURSE NAME: Project Management and Entrepreneurship

COURSE CREDITS: 3

MAX. TIME: 2 Hours

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. What are the major requisites/criteria for a business to be recognized as a start up? How does an entrepreneur benefit from getting the recognition as a start up? (5 marks) [CO5]
2. Iconic companies like Hindustan Machine Tools and Hindustan Motors lost ground to competition. *Comment and reason.* (5 marks) [CO7&CO2]
3. Make a distinction between (a) Debt financing and equity financing (b) Angel investors and Venture capitalists. (5 marks) [CO3&CO7]
4. Technological breakthrough(s) provide a continuous impetus to business opportunities. In light of this statement present a brief discussion with examples of a spurt of ventures based on technologies such as ICT/Healthcare/IoT/Image processing etc. (5 marks) [CO6& CO2]
5. Write short notes on the following (5 x 3 marks)
 - a. SCAMPER technique [CO7]
 - b. Limited Liability Partnership [CO5]
 - c. Production concept vs Product concept wrt marketing philosophy [CO 7]
 - d. Any three limitations of project style functioning [CO2,CO3]
 - e. Emergence of project Management [CO1]