

No. SRITW/Prin/2018 Date: 16/08/2018

CIRCULAR

All the students are hereby informed that our college is offering value-added courses. Interested students can register their names with the respective course coordinator. A detailed brochure regarding the courses is available in the notice board.

<u>Criteria for Certification</u>: Attendance >=75% and marks secured >=70%.

Important dates

Registrations opening date: 23-08-2018

Registrations closing date: 31-08-2018

Course start date: 01-09-2018 Course end date: 13-10-2018

Courses offered:

- 1. Advanced Excel
- 2. Computer Hardware & System Software
- 3. Innovation & Entrepreneurship Management
- 4. Migration Techniques in Cloud Computing

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HOD (CSE, ECE, EEE, H&SC)
Administrative Officer
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Library
Notice Board
To be read in classrooms

Principal



A Course on

INNOVATION & ENTREPRENEURSHIP MANAGEMENT

Organized by the Department of Electronics and Communication Engineering

Course Objectives:

- Respond positively and effectively to problems in unfamiliar contexts.
- Apply new ideas, methods and ways of thinking.
- Engage with a range of stakeholders to deliver creative and sustainable solutions to specific problems.
- Communicate effectively both orally and in writing.
- Work effectively with colleagues with diverse skills, experiences and be able to critically reflect on own practice.
- Consider the ethical and environmental issues and responsibilities which managers take into account when making decisions ideas and start up.

Pre-requisites:

- Every innovation must solve a customer problem.
- A great innovation starts with at least three ideas.
- Be a dreamer first, but a realist on marketplace risk.
- Test your innovation with at least a hundred customers.
- The most important skills and traits that are helpful for entrepreneurs include critical thinking, creativity
- Creativity, risk-taking, problem-solving, networking, leadership, and communication skills.

Course Co-ordinator:

Ms.V.Pranathí Asst, Prof. CSE Dept For Registrations CONTACT:7093046235

Course Instructors:

Ms.Ch.Padmaja,
Asst.Prof,ECE
Ms.N.Swathi,
Asst.Prof,ECE

Venue: Lecture Halls:216 & 217

Timings: 3.10PM-4947 Reddy Institute of Technology (Ananthasagar (V), Hasanpart

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Course Start date: 1-09-2018

Course End date :13-10-2018



INNOVATION AND ENTREPRENEURSHIP MANAGEMENT Date: 01-09-2018 to 13-10-2018

Course Content

- Idea generation & Prototype Development
- Technological and Non technological Innovation and process
- Entrepreneurship
- Social Innovation and Entrepreneurship
- Intellectual Property Right (IPR) & Patents
- Commercialization of Innovations
- Start up and Venture development
- Innovation and Start up ecosystem
- Pre-incubation and Incubation Stages
- Entrepreneurial opportunities, attitude, traits and tendencies.
- Investment, Angel, VC fund system
- Govt. Schemes and funding support to ideas, innovations, and start up
- Current trends, development and general awareness on Innovation and start up
- Taking product or service ideas to creating value: Why should one choose to become an entrepreneur, Entrepreneurial mind-set
- Introduction to engineering design process and the concept of frugal engineering for developing innovative affordable products, effective user-interface
- Introduction to the bottlenecks of new product innovation process
- Industry 4.0 landscape and innovations using digital technologies like AI, IOT, AR/VR, Cloud,
- SAAS, User Applications. The basic technology framework and development platforms
- Entrepreneurship in Data Analytics
- An overview of Business Plan Development, Preparing Business Concept Document
- Understanding and delivering Value, Product- Market Matrix, Delivery Strategy with a Difference
- Economic consideration for starting a venture, Understanding Feasibility analysis
- Understanding market, targeting customer and positioning product
- Business model innovation, Business process management, competitive advantages, Business model canvas
- Bootstrapping, angel investors, incubation and acceleration, concept of break-even point

Principal



Course Outcomes: After the course students will able to learn

- Respond positively and effectively to problems in unfamiliar contexts.
- Apply new ideas, methods and ways of thinking.
- Engage with a range of stakeholders to deliver creative and sustainable solutions to specific problems.
- Communicate effectively both orally and in writing.
- Work effectively with colleagues with diverse skills, experiences and be able to critically reflect on own practice.
- Consider the ethical and environmental issues and responsibilities which managers take into account when making decisions ideas and start up.

FOR WOARCZ

Principal

sathi Reddy Institute of Technology



Affiliated to JNTUH - Approved by AICTE

List of Registered Students Innovation & Entrepreneurship Management Batch: 1 Date: 01-09-2018 to 13-10-2018

atcu. 1		Date: 01-07-2010 to 13-10-2
Sno	Roll no	Name of the Student
1	196Y1A0501	ADHRASANDI SRIDEEPA
2	196Y1A0502	ALAKUNTA MANUSHA
3	196Y1A0503	ARUKALA HARIKA
4	196Y1A0504	ASFARHA TEHANOOR
5	196Y1A0505	BANDI JYOTHI
6	196Y1A0506	BASANABOINA SNEHA
7	196Y1A0507	BATHULA RAMYA
8	196Y1A0508	BHUPATHI BHAVANA
9	196Y1A0509	BIKKINENI ASHWITHA
10	196Y1A0510	BILLAKANTI POOJITHA
11	196Y1A0511	BINGI NAVYA
12	196Y1A0512	BIRUDHARAJU SAHITHI
13	196Y1A0513	BODIGE TEJASRI
14	196Y1A0514	BOJJA SOWMYA
15	196Y1A0515	BOLLAPELLY SINDHUJA
16	196Y1A0516	BOMMA THAPASWINI
17	196Y1A0517	BOMMASANI DIVYA
18	196Y1A0518	BOYINA RAMYA
19	196Y1A0519	CHALLA HIMA BINDU
20	196Y1A0520	CHANDA SONI PRIYA
21	196Y1A0521	CHATLA SINDHUJA
22	196Y1A0522	CHENNA SHRAVANI
23	196Y1A0523	CHIDARLA NEHA
24	196Y1A0524	CHIDIRALA SUPRAJA
25	196Y1A0525	CHILLA TEJASRI
26	196Y1A0526	CHILUVERU SANGEETHA
27	196Y1A0527	DADABOINA NIKITHA
28	196Y1A0528	DASARI AKHILA
29	196Y1A0529	DUGYALA JYOTHI
30	196Y1A0530	EDAKULA AKSHAYA
31	196Y1A0531	EGA PRANATHI
32	196Y1A0532	ENUGALA SAI DEEPTHI
33	156Y1A0501	AFSHAN FARHATH
34	156Y1A0502	ANCHURI SAI PRIYA
35	156Y1A0503	ANNABOINA SRIVIDYA
36	156Y1A0504	AREA SRUJANA
37	156Y1A0505	ARUKONDA AKSHITHA
38	156Y1A0506	ASFIYA NOORI
40	156Y1A0507	BALABHADRA RAJANI
41	156Y1A0508	BILLAKURI SHYLAJA
42	156Y1A0509	BURGULA SOWMYA

Principal

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M) WARANGAL - 506 371 (TS)

Course-coordinator

List of Registered Students Innovation & Entrepreneurship Management

Batch: 2 Date: 01-09-2018 to 13-10-2018

Sno	Roll no	Name
1	156Y1A0510	CHANDANALA YAMINI
2	156Y1A0511	CHANDUPATLA LOHITHA
3	156Y1A0512	CHILUPURI SHARVANI
4	156Y1A0513	CHUNCHU SWETHA
5	156Y1A0514	DASARAJU SHIVANI
6	156Y1A0515	DASARI TEJASWINI
7	156Y1A0516	DODDA RAMYA SRI
8	156Y1A0517	DONIKENA SRUTHI
9	156Y1A0518	DUGYALA SWARANI
10	156Y1A0519	DUVVASI AKHILA
11	156Y1A0520	ENUMULA SAMAIKHYA
12	166Y1A0583	PONNOJU RAVEENA
13	166Y1A0584	PULLURI SONIA GOUD
14	166Y1A0585	RAJANALA AMANI
15	166Y1A0586	SABA BEGUM
16	166Y1A0587	SADHU PRANATHI
17	166Y1A0588	SADIA AFREEN
18	166Y1A0589	SAMALA ANU
19	166Y1A0590	SANA AFREEN
20	166Y1A0591	SANA FATIMA
21	166Y1A0592	SANKOJULA VEENA
22	176Y1A0580	POOJARI SWATHI
23	176Y1A0581	POOJARI SWETHA
24	176Y1A0582	PULI PRAVALIKA
25	176Y1A0583	RASHA
26	176Y1A0584	RONTALA SUMANASRI
27	186Y1A0445	KANKANALA NAVEENA
28	186Y1A0446	KOKKULA NIKITHA
29	186Y1A0447	KONAGALA VYSHNAVI
30	186Y1A0448	KONNEY AAMUKTA
31	186Y1A0449	KOTHA RAKSHITHA
32	186Y1A0548	MURARRISHETTY KAVYA

Sumathi Reddy Institute of Technology for Women Ananthasagar (V), Hasanparthy (M) WARANGAL - 506 371 (TS)

Course-coordinator

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34	156Y1A0502	ANCHURI SAI PRIYA	1	2	3	4	5	A	6	7	2	9	10	11	12	13	14	15	A	16	17	18	19	20	-	-	23		36	Design 1	0.000	1/2/2012
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36	156Y1A0504	AREA SRUJANA	1	30	Charles NA	32	100000	34			-	94																				
37	156Y1A0505	ARUKONDA AKSHITHA		29				33				92																				
38	156Y1A0506	ASFIYA NOORI		30	_	A	Α.	32				89																				
39	156Y1A0507	BALABHADRA RAJANI	29	30	A	A		32				89							Ti						1772						I TO	
40	156Y1A0508	BILLAKURI SHYLAJA		29		31		33				92					TIN															
41	156Y1A0509	BURGULA SOWMYA	29				33	34		W		94								11												
42	196Y5A0217	LIKKI TEJASWI		29			Carrie	31				86																				

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1	156Y1A0510	CHANDANALA YAMINI			-	4	5	6	7	A		9	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29
2	156Y1A0511	CHANDUPATLA LOHITHA	P		2	3	4		6	7	8	9	10	11	12	13	A	14	15	16	17	18	19	20	21	22	23	24	A	25	26 2
3	156Y1A0512	CHILUPURI SHARVANI	,		3	4	5	A	6	7	8	q	01	1	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28 2
4	156Y1A0513	CHUNCHU SWETHA	1		3	4	5	6	7	8	9	1	10	11	12	A	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27 2
5	156Y1A0514	DASARAJU SHIVANI	1	2	3	4	5	6	7	8	9	_	(1	12	A	A	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26 2
6	156Y1A0515	DASARI TEJASWINI	A	_	2	3	4	5	6	7	8	9	10	11	12	13	14	15	101-01	17	18	19	20	21		23		25	26	27	28 2
7	156Y1A0516	DODDA RAMYA SRI	1	2	-	4	5	6	7	8	9		11				A	A	14	15	16	17	18	19	20	2/	A	22	23	24	25 2
8	156Y1A0517	DONIKENA SRUTHI	1	2	A	A	3	4	5	6	7	8	9	12	13	A	74	13	16	17	18	19	20		22	23	-	25	26	27	28 2
9	156Y1A0518	DUGYALA SWARANI	1	2	3	4	5	6	A	7	8	9	10	01	1)	12	B	14		16	17	_	_				23	24	25	26	27 28
10	156Y1A0519	DUVVASI AKHILA	1	A	2	3	4	5	6	A	7	8	q	11	12	13	14	15		17	18	19			21	22	23	24	25	26	27 2
11	156Y1A0520	ENUMULA SAMAIKHYA	1	2	3	4	5	6	7	8	9			10	11	12	13	14		_	16		18		-	21	22	23	24	15	26 A
12	166Y1A0583	PONNOJU RAVEENA	1	2	3	4	5	6	7	8	9	10	II A	633	13	14	15	16	17	18				-			25	26	27	28	29 30
13	166Y1A0584	PULLURI SONIA GOUD	i	A	A	2	3	4	5	6	7		9	10	12	13	14	15	16	17	18	-				_		_	26	27	28 20
14	166Y1A0585	RAJANALA AMANI	A	A	A	A	1	2	3	4	5	6	7	8	9	12	13	14			-		19	- /	_		21	23	24	25	26 27
15	166Y1A0586	SABA BEGUM	1	2	3	4	5	A	6	7	8	9	Trans.	72.65	-	10	11	12	13	14		_						22	23 9	4	25 26
16	166Y1A0587	SADHU PRANATHI	1	2	3	4	5	6	7	8	9	10	10	11	13	13	14	15	16	17	-				_	-	23	24	25 3	16	27 20
17	166Y1A0588	SADIA AFREEN	1	2	3	L	5	6	7	8	9	10	11	12		19	15	16	H	17						23			26	27	28 2
18	166Y1A0589	SAMALA ANU	1	2	3	4	5	6	7	8	9	10	A	12			14	15		A	16 1						22	23	24 5	15 5	26 27
19	166Y1A0590	SANA AFREEN	1	2	3	l.	5	6	7	8	9	10	11		13	952	15	16				0			-	24 2	25	A.	26 2	7	28 29
20	166Y1A0591	SANA FATIMA	1	A	2	3	4	5	6	7	8	9	11	12	13	14	39.	16			_						23 3	24 7	25 2	6	27 28
21	166Y1A0592	SANKOJULA VEENA	1	2	3	4	5	A	6	7	8	9	10	11		13		15	-		-	_		-		23	-		26 2	7 2	8 29
22	176Y1A0580	POOJARI SWATHI	1	2	3	u	5	6	7	8	9			A	11	12			_	16 1	-							23 1	A 2	4	25 26
23	176Y1A0581	POOJARI SWETHA	A	1	2	3	را	5	6	7	8	_	Ing Prices	12	13			16		-					23 2	24 :	25 2	26 2	27 1	8.	29 30
24	176Y1A0582	PULI PRAVALIKA	1	2	3	4	5	6		8	9	-	10	12		13	-				- 1.		_	1	22 !	23 1	24 2	15 2	16 2	7 !	18 20
25	176Y1A0583	RASHA	Y	2	3	4		6			8	9	100	12 1	13	-			-	7 1	-			-	2	23	24 2	15 2	6 2	7 2	8 29
26	176Y1A0584	RONTALA SUMANASRI	1	2	3	L		6	7	8	9		10	11	15	333	-		6 1	7	-			-	2 2	3 2	-1	5 2	26 2	7 1	9 28
27	186Y1A0445	KANKANALA NAVEENA	1	2	3	4	1	6	7	8	9	10	11	12	-		40.00		7 1	_	9 1		0 2	,		~	_	5 2	6 2	7 2	8 29
28	186Y1A0446	KOKKULA NIKITHA	1	2	3	-	5	6			9	10						16	7 1	8 1		-	_		23 2		_	6 2	7 2	8 2	931
29	186Y1A0447	KONAGALA VYSHNAVI	1	2	3						0		100	12 1		A			6 1	7			20 2			_		5 2	26 2	7 2	28 29
30	186Y1A0448	KONNEY AAMUKTA	1	2	A				6		_			12 1	100	1000	15 1	6 1			_	0 2				4 2	25 2	6 2	7 2		930
31	186Y1A0449	KOTHA RAKSHITHA	+	2	3	4		5		-		100	0	11 1		3 1	4	15	6 1	1	_	_	0 2			_	24 2	5 2	6 2		
32	186Y1A0458	MURARISHETTI KAVYA	1	A	_	0	-		6	7	8	0		17			15	16 1	KN	6	9 2 8 4 1 echin				3 2	4 2	5 2	6 F	7 2	7 2	8 29

Ananthasagar (V), Hasanparthy (M)
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SNO	NAME	ROLL NO	31	32			35		37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
1	156Y1A0510	CHANDANALA YAMINI	28	29	30	31	31	33	92/							70.00								-		-		50	3,	50	37	00
2	156Y1A0511	CHANDUPATLA LOHITHA	A			32														9												V
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16	166Y1A0587	SADHU PRANATHI	30	_	_	33							1	76															1,	+		_
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31	186Y1A0449	KOTHA RAKSHITHA				33	34	35	97								111111111111111111111111111111111111111												-		- \	- /
32	186Y1A0458	MURARISHETTI KAVYA	30	31	37	33	A	3/1	22.1														-								-	

Course Co ordinator

Students Eligible for Certification as per Eligibility Criteria

Course: Innovation and Entrepreneurship Management Date: 01-09-2018 to 13-10-2018

S.No	Roll Number	Name	Marks
1	196Y1A0501	ADHRASANDI SRIDEEPA	24
2	196Y1A0502	ALAKUNTA MANUSHA	21
3	196Y1A0503	ARUKALA HARIKA	18
4	196Y1A0504	ASFARHA TEHANOOR	22
5	196Y1A0505	BANDI JYOTHI	21
6	196Y1A0506	BASANABOINA SNEHA	20
7	196Y1A0507	BATHULA RAMYA	21
8	196Y1A0508	BHUPATHI BHAVANA	23
9	196Y1A0509	BIKKINENI ASHWITHA	18
10	196Y1A0510	BILLAKANTI POOJITHA	20
11	196Y1A0511	BINGI NAVYA	22
12	196Y1A0512	BIRUDHARAJU SAHITHI	21
13	196Y1A0513	BODIGE TEJASRI	18
14	196Y1A0514	BOJJA SOWMYA	20
15	196Y1A0515	BOLLAPELLY SINDHUJA	24
16	196Y1A0516	BOMMA THAPASWINI	21
17	196Y1A0517	BOMMASANI DIVYA	18
18	196Y1A0518	BOYINA RAMYA	22
19	196Y1A0519	CHALLA HIMA BINDU	21
20	196Y1A0520	CHANDA SONI PRIYA	20
21	196Y1A0521	CHATLA SINDHUJA	21
22	196Y1A0522	CHENNA SHRAVANI	23
23	196Y1A0523	CHIDARLA NEHA	18
24	196Y1A0524	CHIDIRALA SUPRAJA	20
25	196Y1A0525	CHILLA TEJASRI	22
26	196Y1A0526	CHILUVERU SANGEETHA	21
27	196Y1A0527	DADABOINA NIKITHA	18
28	196Y1A0528	DASARI AKHILA	20
29	196Y1A0529	DUGYALA JYOTHI	24
30	196Y1A0530	EDAKULA AKSHAYA	21
31	196Y1A0531	EGA PRANATHI	18
32	196Y1A0532	ENUGALA SAI DEEPTHI	22
33	156Y1A0501	AFSHAN FARHATH	21
34	156Y1A0502	ANCHURI SAI PRIYA	20
35	156Y1A0503	ANNABOINA SRIVIDYA	21
36	156Y1A0513	CHUNCHU SWETHA	23
37	156Y1A0514	DASARAJU SHIVANI	18

Ananthasagar, Hasanparthy, Warangal -506371, Telangana. Website: www.sritw.org Phoneno: 0870-2818302. Email: principal@sritw.org.



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38	156Y1A0515	DASARI TEJASWINI	20
39	156Y1A0516	DODDA RAMYA SRI	22
40	156Y1A0517	DONIKENA SRUTHI	21
41	156Y1A0518	DUGYALA SWARANI	18
42	156Y1A0519	DUVVASI AKHILA	20
43	156Y1A0520	ENUMULA SAMAIKHYA	20
44	166Y1A0583	PONNOJU RAVEENA	21
45	166Y1A0584	PULLURI SONIA GOUD	24
46	166Y1A0585	RAJANALA AMANI	22
47	166Y1A0586	SABA BEGUM	21
48	166Y1A0587	SADHU PRANATHI	20
49	166Y1A0588	SADIA AFREEN	21
50	166Y1A0589	SAMALA ANU	23
51	166Y1A0590	SANA AFREEN	18
52	166Y1A0591	SANA FATIMA	- 20
53	166Y1A0592	SANKOJULA VEENA	22
54	176Y1A0580	POOJARI SWATHI	21
55	176Y1A0581	POOJARI SWETHA	18
56	176Y1A0582	PULI PRAVALIKA	20
57	176Y1A0583	RASHA	22
58	176Y1A0584	RONTALA SUMANASRI	24
59	186Y1A0445	KANKANALA NAVEENA	18
60	186Y1A0446	KOKKULA NIKITHA	22
61	186Y1A0447	KONAGALA VYSHNAVI	21
62	186Y1A0448	KONNEY AAMUKTA	20
63	186Y1A0449	KOTHA RAKSHITHA	21
64	186Y1A0458	MURARISHETTI KAVYA	23
65	166Y5A0201	BILLA DIVYA	18

Cowse Pranathi

Principal

Sumathi Reddy Institute of Technology for Women Ananthasagar (V), Hasanparthy (M)

Ananthasagar, Hasanparthy, Warangal -506371, Telangana. Website: www.ringals - 508 371 (TS) Phoneno: 0870-2818302. Email: principal@sritw.org.

19641A0502

A. Manusha

INNOVATION & ENTREPRENUERSHIP MANAGEMENT

Duration: 1hr		Marks: 25	(3
1. An individual who initiates, crea A. A leader B. A manager C. A.	tes and manages a new busing nentrepreneur D. A profess	ess can be called (con
2. Trademarks relate to A. Practice and knowledge acquired B. The protection of proprietary inf C. The right to reproduce one's own D. Brand identity	ormation of commercial value	e (DY
3. Which could provide an individu A. The financial rewards. B. A. above.	al with the motivation to start desire to be independent. C. l	a new business ve Risk-taking D.	enture? All the
4. Which of the following factors wA. Government re-cycling policy.C. Competitor activity.	ould not be included in a PES B. Proposed reduction in in D. Demographic changes.	TLE analysis? (terest rates.	c
5. Which industrial sector tends to n Entrepreneurship, and generally has A. Service. B. Manufacturing.	lower barriers to market entr	businesses and y? (griculture,	dex
6. Why are small businesses importa A. They give an outlet for entreprend B. They can provide specialist support. C. They can be innovators of new provides.	eurs. ort to larger companies.	(cx
7. A business arrangement where on sell its products or services is known A. cooperative. B. A franchise. company.	as.	(RI
8. Which of the following is the reason. A. Lack of market research. C. Poor management.	on for business failure B. Poor financial control. D. All the above.	(D)/
9. The use of informal networks by e A. Secondary research. B. Entr C. Informal parameters. D. Mar	epreneurial networking.	ation is known as (By
10. Good sources of information for a from A. Websites.		itors can be obtain (formation leaflets	ed)

Rejar

C. Company reports and published accounts. D. All the above.	-6.00
C. Company reports and published accounts. D. All the above.	and the
11. A new venture's business plan is important because A. It helps to persuade others to commit funding to the venture. B. Can help demonstrate the viability of the venture. C. Provides a guide for business activities by defining objectives.	(D)
D. All the above.	
12. Primary data is A. the most important data. B. the data that is collected	(D)
C. new data specifically collected for a project. D. data that is collected second.	ond.
13. Innovation can best be defined as A. the generation of new ideas. C. the opposite of creativity. B. the evolution of new ideas. D. the successful exploitation of new ideas.	(B)
 14. Which of these statements best describes the context for entrepreneurship? A. Entrepreneurship takes place in small businesses. B. Entrepreneurship takes place in large businesses. C. Entrepreneurship takes place in a wide variety of contexts. D. Entrepreneurship does not take place in social enterprises. 	(2)
15. Entrepreneurs are motivated by A. money. B. personal values. C. pull influences. D. All the above.	(D)
 16. Which of the following are described as one of the Big Five personality traits A. tolerance of others. B. need for achievement. C. propensity to leadership. D. locus of control. 	?(B)
17. Which of the following is least likely to influence the timing of new business	births?
A. Government policies. B. Profitability. C. Consumer expenditure. D. Weather conditions.	(P)
A. Market segmentation is a useful process for small businesses to undertake. B. Selling is essentially a matching process. C. A benefit is the value of a product feature to a customer. D. It is a good idea for small businesses to compete solely on price.	(D)
19. The purpose of all good small business strategy is A. to increase turnover. B. to increase profitability. C. to achieve competitive advantage. D. to achieve stated objectives.	(D)
20. Which of the following is a recognized disadvantage of setting up as a start-up compared with other routes to market entry? A. less satisfaction of the owners. B. less help from various agencies. C. there are more funds required. D. there is a high failure rate.	o as (D)



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called			(irm is
A. an administrator. B. a p	oredator. C. an aud	itor. D. a turnaroun	d consultant.	,
22. Goods or services reach A. marketing channels. B.	the market place th multilevel pyramid	rough s. C. monopolies.	(D. multiplica	D Lion.
23. To provide financial ass of A. financial advisors. B. fin institutions.			(
24. State Industrial corporatA. industrial estates.C. individual investors.	ions engage in the c B. institutional es D. agricultural en	tates.	(A
25 is the first dev A. ICICI. B. IDBI.	elopment bank of t C. SFC. D.	he country. IFCI.	(DY

PRINCIPAL





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A. Srideepa 19641-10501

INNOVATION & ENTREPRENUERSHIP MANAGEMENT

Duration: 1hr		Marks: 25	
1. An individual who initiates, cre A. A leader B. A manager C. A	ates and manages a new busin in entrepreneur D. A profes	ess can be called (C)	
2. Trademarks relate toA. Practice and knowledge acquireB. The protection of proprietary inC. The right to reproduce one's owD. Brand identity	formation of commercial value	e (&)_	
3. Which could provide an individu A. The financial rewards. B. A above.	ual with the motivation to start desire to be independent. C. I	t a new business venture? Risk-taking D. All the	/ · .
4. Which of the following factors wA. Government re-cycling policy.C. Competitor activity.	would not be included in a PES B. Proposed reduction in in D. Demographic changes.	STLE analysis? (C)	1
5. Which industrial sector tends to a Entrepreneurship, and generally has A. Service. B. Manufacturing.	s lower barriers to market entr	businesses and y? (\(\O \))	
6. Why are small businesses import A. They give an outlet for entrepren B. They can provide specialist supp C. They can be innovators of new p	eurs. ort to larger companies	(C) V	_
7. A business arrangement where or sell its products or services is known A. cooperative. B. A franchise. company.	n as		
8. Which of the following is the reasA. Lack of market research.C. Poor management.	son for business failure B. Poor financial control. D. All the above.	(d)	,
9. The use of informal networks by e A. Secondary research. B. Ent C. Informal parameters. D. Ma	entrepreneurs to gather informare repreneurial networking. rketing	ation is known as	
10. Good sources of information for from A. Websites.	an entrepreneur about compet B. Product inf	itors can be obtained Princip Sumathi Reddylnstitute of Tec ormation Angelhasagar (V) , Has WARANGAL - 506	sanparthy (M)



C. Company reports and pub	lished accounts.	D. All the above.	00310 L2 L
A. It helps to persuade others. B. Can help demonstrate the C. Provides a guide for busin D. All the above.	s to commit funding viability of the vent	to the venture.	(d) Mily a
12. Primary data is	ected for a project.	B. the data that is col D. data that is collect	
 13. Innovation can best be de A. the generation of new idea C. the opposite of creativity. 14. Which of these statement A. Entrepreneurship takes pla B. Entrepreneurship takes pla C. Entrepreneurship takes pla D. Entrepreneurship does not 	B. the evolue D. the success best describes the care in small business are in large businesses are in a wide variety	es. of contexts.	
15. Entrepreneurs are motivat	ted by lues. C. pull influre described as one of B. need for achiever	ences. D. All the about the Big Five personalit ment.	
	least likely to influe B. Profitability. D. Weather condition		usiness births?
18. Which of the following state A. Market segmentation is a unbacket B. Selling is essentially a material C. A benefit is the value of a probability D. It is a good idea for small be	seful process for sm ching process. product feature to a c	customer.	ke. (d)
19. The purpose of all good sr A. to increase turnover. C. to achieve competitive advantage	B. to D. to	increase profitability. achieve stated objectives	Ria
20. Which of the following is compared with other routes to A. less satisfaction of the own C. there are more funds requir	market entry? ers. B. less help f	from various agenci	start-up as (Principal athi Reddy Institute of Technology for Women nanthasagar (V), Hasanparthy (M) WARANGAL - 506 371 (TS)

21. Someone legally appointed to resolve the financial difficulties of an insolvent firm is called _______.

A. an administrator. B. a predator. C. an auditor. D. a turnaround consultant.

22. Goods or services reach the market place through _______.

A. marketing channels. B. multilevel pyramids. C. monopolies. D. multiplication.

23. To provide financial assistance to entrepreneurs the government has set up a number of ______.

A. financial advisors. B. financial intermediaries. C. Industrial estates. D. financial institutions.

24. State Industrial corporations engage in the development of ______.

A. industrial estates. B. institutional estates. C. individual investors. D. agricultural entrepreneurs.

D. IFCI.



C. SFC.

A. ICICI.

B. IDBI.





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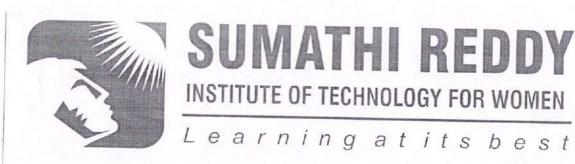
Certificate

This certificate is awarded to BIRUDHARAJU SAHITHI with roll number 196Y1A0512 for successful completion of Course "Innovation & Entreprenuership Management" entitled conducted from 01-09-2018 to 13-10-2018.

Ms.V.Pranathi Coordinator

an Principal Dr. I. Rajasri Reddy Sumathi Reddy Institute of Technology for Women.

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Ms.V.Pranathi Coordinator

Principal Dr. Rajasri Reddy

Ananthasagar (V), Hasanparthy (M)

Principal

Ananthasagar (V), Hasanparthy (M)

Principal

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