



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

---

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.

**Criteria for Certification:** Attendance  $\geq 75\%$  and marks secured  $\geq 70\%$ .

#### **\*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

Copy to

HOD (CSE, ECE, EEE, H&SC)

Administrative Officer

In-charge, Exam Branch

Library

Notice Board

To be read in classrooms

Principal

**Principal**

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



**SUMATHI REDDY**  
INSTITUTE OF TECHNOLOGY FOR WOMEN  
*Learning at its best*  
Affiliated to JNTUHH. Approved by AICTE

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.Pranathi*  
*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-4.00PM

**Course Start date:1-09-2018**

**Course End date :13-10-2018**

*Rajan*

**Principal**

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

---

### 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

*Rijan*

**Principal**

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

**Affiliated to JNTUH - Approved by AICTE**

---

**Course Outcomes:** After the course students will be 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.



*Rijan*

**Principal**

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



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE

## List of Registered Students Innovation & Entrepreneurship Management

Batch: 1

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

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)

*V. Pranathi*  
Course-coordinator



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE

## 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

**Principal**

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

WARANGAL - 506 371 (TS)

**Course-coordinator**

# INNOVATION & ENTREPRENEURSHIP MANAGEMENT

BATCH-1

Course Instructor : Ch.Padmaja

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

Sumathi Reddy Institute of Technology for Women  
Anantapur (M)  
WARRANGAL - 508371 (TS)

# INNOVATION & ENTREPRENEURSHIP MANAGEMENT

BATCH-1

Course Instructor : Ch.Padmaja

DATE :

DATE :			6/10	8/10	9/10	10/10	11/10	12/10				%																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
--------	--	--	------	------	------	-------	-------	-------	--	--	--	---	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

*Riya*

Principal

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

DATE :			1/9	2/9	3/9	4/9	5/9	6/9	7/9	8/9	9/9	10/9	11/9	12/9	13/9	14/9	15/9	16/9	17/9	18/9	19/9	20/9	21/9	22/9	23/9	24/9	25/9	26/9	27/9	28/9	29/9	1/10	2/10	3/10	4/10	5/10	6/10		
SNO	NAME	ROLL NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
34	156Y1A0502	ANCHURI SAI PRIYA	1	2	3	4	5	A	6	7	8	9	10	11	12	13	14	15	A	16	17	18	19	20	21	22	23	24	25	26	27	28							
35	156Y1A0503	ANNABOINA SRIVIDYA	1	2	3	4	5	6	7	8	A	9	10	11	12	13	14	15	16	17	A	18	19	20	21	22	23	24	25	26	27	28							
36	156Y1A0504	AREA SRUJANA	1	2	3	4	5	6	AB	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28								
37	156Y1A0505	ARUKONDA AKSHITHA	1	2	3	4	5	6	7	8	A	9	10	11	A	12	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26	27							
38	156Y1A0506	ASFIYA NOORI	1	2	3	4	5	6	7	8	9	A	A	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28							
39	156Y1A0507	BALABHADRA RAJANI	1	2	3	4	5	6	7	A	8	9	10	11	12	13	14	15	16	A	17	18	19	20	21	22	23	24	25	26	27	28							
40	156Y1A0508	BILLAKURI SHYLAJA	1	2	3	4	5	6	7	8	9	10	A	11	12	13	14	15	16	17	18	A	19	20	21	22	A	23	24	25	26	27	28						
41	156Y1A0509	BURGULA SOWMYA	1	2	3	4	5	6	7	8	9	A	10	11	12	13	14	15	A	16	17	18	19	20	21	22	23	24	25	26	27	28							
42	196Y5A0217	LIKKI TEJASWI	1	2	3	4	5	6	7	A	8	9	10	11	A	12	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26	27	28						

*Rijan*

**Principal**

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

DATE :			6/10	9/10	9/10	10/10	11/10	11/10				✓/																				
SNO	NAME	ROLL NO	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
34	156Y1A0502	ANCHURI SAI PRIYA	29	A	30	31	32	33	.			92																				
35	156Y1A0503	ANNABOINA SRIVIDYA	29	30	31	32	33	34				94																				
36	156Y1A0504	AREA SRUJANA	29	30	31	32	33	34				94																				
37	156Y1A0505	ARUKONDA AKSHITHA	28	29	30	31	32	33				92																				
38	156Y1A0506	ASFIYA NOORI	29	30	31	A	A	32				89																				
39	156Y1A0507	BALABHADRA RAJANI	29	30	A	A	31	32				89																				
40	156Y1A0508	BILLAKURI SHYLAJA	28	29	30	31	32	33				92																				
41	156Y1A0509	BURGULA SOWMYA	29	30	31	32	33	34				94																				
42	196Y5A0217	LIKKI TEJASWI	28	29	30	A	A	31				86																				

*V. Praveethi*  
Course Coordinator

*Rijan*

**Principal**

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

## INNOVATION & ENTREPRENEURSHIP MANAGEMENT

BATCH-2

**Course Instructor : N.Swathi**

DATE :			Course Instructor : N.Swathi																																	
SNO	NAME	ROLL NO	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30				
1	156Y1A0510	CHANDANALA YAMINI	1	2	3	4	5	6	7	A	8	9	10	11	12	13	A	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
2	156Y1A0511	CHANDUPATLA LOHITHA	A	1	2	3	4	5	6	7	8	9	10	11	12	13	A	14	15	16	17	18	19	20	21	22	23	24	A	25	26	27	28	29	30	
3	156Y1A0512	CHILUPURI SHARVANI	1	2	3	4	5	A	6	7	8	9	10	11	12	A	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
4	156Y1A0513	CHUNCHU SWETHA	1	2	3	4	5	6	7	8	9	10	11	12	A	A	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26	27	28	29	30	
5	156Y1A0514	DASARAJU SHIVANI	1	2	3	4	5	6	7	8	9	10	A	11	12	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26	27	28	29	30		
6	156Y1A0515	DASARI TEJASWINI	A	1	2	3	4	5	6	7	8	9	10	11	12	13	A	A	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
7	156Y1A0516	DODDA RAMYA SRI	1	2	3	4	5	6	7	8	9	10	11	12	13	A	14	15	16	17	18	19	20	A	21	A	22	23	24	25	26	27	28	29	30	
8	156Y1A0517	DONIKENA SRUTHI	1	2	A	A	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
9	156Y1A0518	DUGYALA SWARANI	1	2	3	4	5	6	A	7	8	9	10	11	12	13	14	15	16	17	18	19	20	A	21	22	23	24	25	26	27	28	29	30		
10	156Y1A0519	DUVVASI AKHILA	1	A	2	3	4	5	6	A	7	8	9	10	11	12	13	14	15	A	16	17	18	19	A	20	21	22	23	24	25	26	27	28	29	30
11	156Y1A0520	ENUMULA SAMAIKHYA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	A	27	28	29	30	31	32	
12	166Y1A0583	PONNOJU RAVEENA	1	2	3	4	5	6	7	8	9	10	A	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
13	166Y1A0584	PULLURI SONIA GOUD	1	A	A	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
14	166Y1A0585	RAJANALA AMANI	A	A	A	A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	A	20	21	22	23	24	25	26	27	28	29	30
15	166Y1A0586	SABA BEGUM	1	2	3	4	5	A	6	7	8	9	10	11	12	13	14	15	16	17	A	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32
16	166Y1A0587	SADHU PRANATHI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	A	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
17	166Y1A0588	SADIA AFREEN	1	2	3	4	5	6	7	8	9	10	A	11	12	13	14	15	A	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
18	166Y1A0589	SAMALA ANU	1	2	3	4	5	6	7	8	9	10	A	11	12	13	14	15	A	A	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
19	166Y1A0590	SANA AFREEN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	A	26	27	28	29	30	31	32	
20	166Y1A0591	SANA FATIMA	1	A	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	A	A	22	23	24	25	26	27	28	29	30	
21	166Y1A0592	SANKOJULA VEENA	1	2	3	4	5	A	6	7	8	9	10	A	11	12	13	14	15	16	17	18	A	19	20	21	22	23	24	25	26	27	28	29	30	
22	176Y1A0580	POOJARI SWATHI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	A	19	20	21	22	23	A	24	25	26	27	28	29	30	31	32
23	176Y1A0581	POOJARI SWETHA	A	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
24	176Y1A0582	PULI PRAVALIKA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	A	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
25	176Y1A0583	RASHA	1	2	3	4	5	6	7	A	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
26	176Y1A0584	RONTALA SUMANASRI	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	A	28	29	30	31	32	
27	186Y1A0445	KANKANALA NAVEENA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	A	20	21	22	23	24	25	26	27	28	29	30	31	32	
28	186Y1A0446	KOKKULA NIKITHA	1	2	3	4	5	6	7	A	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
29	186Y1A0447	KONAGALA VYSHNAVI	1	2	3	4	5	6	7	8	9	10	11	12	13	A	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
30	186Y1A0448	KONNEY AAMUKTA	1	2	A	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	
31	186Y1A0449	KOTHA RAKSHITHA	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34
32	186Y1A0458	MURARISHETTI KAVYA	1	A	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	A	27	28	29	30	31	32

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

# INNOVATION & ENTREPRENEURSHIP MANAGEMENT

BATCH-2

Course Instructor : N.Swathi

DATE :			31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60
SNO	NAME	ROLL NO																														
1	156Y1A0510	CHANDANALA YAMINI	28	29	30	31	32	33	92%																							
2	156Y1A0511	CHANDUPATLA LOHITHA	A	30	31	32	33	34	94%																							
3	156Y1A0512	CHILUPURI SHARVANI	29	30	31	32	33	34	94%																							
4	156Y1A0513	CHUNCHU SWETHA	28	29	30	31	32	33	92%																							
5	156Y1A0514	DASARAJU SHIVANI	30	31	32	33	34	35	97%																							
6	156Y1A0515	DASARI TEJASWINI	27	28	29	30	31	32	89%																							
7	156Y1A0516	DODDA RAMYA SRI	30	31	32	33	34	35	97%																							
8	156Y1A0517	DONIKENA SRUTHI	29	30	31	32	33	34	94%																							
9	156Y1A0518	DUGYALA SWARANI	29	30	31	32	A	33	92%																							
10	156Y1A0519	DUVVASI AKHILA	27	28	29	30	31	32	89%																							
11	156Y1A0520	ENUMULA SAMAIKHYA	31	32	33	34	35	36	100%																							
12	166Y1A0583	PONNOJU RAVEENA	30	31	32	33	34	35	97%																							
13	166Y1A0584	PULLURI SONIA GOUD	28	29	30	31	32	33	92%																							
14	166Y1A0585	RAJANALA AMANI	27	28	29	30	31	32	89%																							
15	166Y1A0586	SABA BEGUM	29	30	31	32	33	34	94%																							
16	166Y1A0587	SADHU PRANATHI	30	31	32	33	34	35	97%																							
17	166Y1A0588	SADIA AFREEN	28	29	30	31	32	33	92%																							
18	166Y1A0589	SAMALA ANU	A	30	31	32	33	34	94%																							
19	166Y1A0590	SANA AFREEN	29	30	31	32	33	34	94%																							
20	166Y1A0591	SANA FATIMA	30	31	32	33	34	35	97%																							
21	166Y1A0592	SANKOJULA VEENA	27	28	29	A	30	31	86%																							
22	176Y1A0580	POOJARI SWATHI	31	32	33	34	35	36	100%																							
23	176Y1A0581	POOJARI SWETHA	30	31	32	33	34	35	97%																							
24	176Y1A0582	PULI PRAVALIKA	A	30	31	32	33	34	92%																							
25	176Y1A0583	RASHA	29	30	A	31	32	33	92%																							
26	176Y1A0584	RONTALA SUMANASRI	30	31	32	33	34	35	97%																							
27	186Y1A0445	KANKANALA NAVEENA	31	32	33	34	35	A	97%																							
28	186Y1A0446	KOKKULA NIKITHA	30	31	32	33	34	35	97%																							
29	186Y1A0447	KONAGALA VYSHNAVI	31	A	A	32	33	34	92%																							
30	186Y1A0448	KONNEY AAMUKTA	30	31	32	A	33	34	92%																							
31	186Y1A0449	KOTHA RAKSHITHA	30	31	32	33	34	35	97%																							
32	186Y1A0458	MURARISHETTI KAVYA	30	31	32	33	A	34	92%																							

*Rupa*

Principal

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

V. Pranathi  
Course Coordinator



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE

### 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	BOLLAPELLE 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](http://www.sritw.org)

Phoneno: 0870-2818302. Email: [principal@sritw.org](mailto:principal@sritw.org)

*Principal*

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



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH - Approved by AICTE

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

*V. Pranathi*  
Course Coordinator

*Rijan*

**Principal**

**Sumathi Reddy Institute of Technology for Women**

**Ananthasagar (V), Hasanparthy (M)**

**WARANGAL - 506 371 (TS)**

Ananthasagar, Hasanparthy, Warangal -506371, Telangana. Website: [www.sritw.org](http://www.sritw.org)

Phoneno: 0870-2818302. Email: [principal@sritw.org](mailto:principal@sritw.org).



# SUMATHI REDDY

## INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH, Approved by AICTE

196Y1A0502

A. Manusha

### INNOVATION & ENTREPRENEURSHIP MANAGEMENT

21  
25

Duration: 1hr

Marks: 25

1. An individual who initiates, creates and manages a new business can be called ( C )  
A. A leader B. A manager C. An entrepreneur D. A professional
2. Trademarks relate to ( D )  
A. Practice and knowledge acquired through experience  
B. The protection of proprietary information of commercial value  
C. The right to reproduce one's own original work  
D. Brand identity
3. Which could provide an individual with the motivation to start a new business venture?  
A. The financial rewards. B. A desire to be independent. C. Risk-taking D. All the above. ( D )
4. Which of the following factors would not be included in a PESTLE analysis? ( C )  
A. Government re-cycling policy. B. Proposed reduction in interest rates.  
C. Competitor activity. D. Demographic changes.
5. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry? ( d )  
A. Service. B. Manufacturing. C. Distribution. D. Agriculture.
6. Why are small businesses important to a country's economy? ( c )  
A. They give an outlet for entrepreneurs.  
B. They can provide specialist support to larger companies.  
C. They can be innovators of new products. D. All the above.
7. A business arrangement where one party allows another party to use a business name and sell its products or services is known as ( B )  
A. cooperative. B. A franchise. C. An owner-manager business. D. A limited company.
8. Which of the following is the reason for business failure \_\_\_\_\_ ( D )  
A. Lack of market research. B. Poor financial control.  
C. Poor management. D. All the above.
9. The use of informal networks by entrepreneurs to gather information is known as ( B )  
A. Secondary research. B. Entrepreneurial networking.  
C. Informal parameters. D. Marketing
10. Good sources of information for an entrepreneur about competitors can be obtained from \_\_\_\_\_ ( D )  
A. Websites. B. Product information leaflets.

Rijan

Principal

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



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH, Approved by AICTE

- C. Company reports and published accounts. D. All the above.
11. A new venture's business plan is important because \_\_\_\_\_. (D) ✓  
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. All the above.
12. Primary data is \_\_\_\_\_. (D) ✓  
A. the most important data. B. the data that is collected first.  
C. new data specifically collected for a project. D. data that is collected second.
13. Innovation can best be defined as \_\_\_\_\_. (B) ✓  
A. the generation of new ideas. B. the evolution of new ideas.  
C. the opposite of creativity. D. the successful exploitation of new ideas.
14. Which of these statements best describes the context for entrepreneurship? (C) ✓  
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.
15. Entrepreneurs are motivated by \_\_\_\_\_. (D) ✓  
A. money. B. personal values. C. pull influences. D. All the above.
16. Which of the following are described as one of the Big Five personality traits? (B) ✓  
A. tolerance of others. B. need for achievement.  
C. propensity to leadership. D. locus of control.
17. Which of the following is least likely to influence the timing of new business births? (D) ✓  
A. Government policies. B. Profitability.  
C. Consumer expenditure. D. Weather conditions.
18. Which of the following statements is false? (D) ✓  
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.
19. The purpose of all good small business strategy is \_\_\_\_\_. (D) ✓  
A. to increase turnover. B. to increase profitability.  
C. to achieve competitive advantage. D. to achieve stated objectives.
20. Which of the following is a recognized disadvantage of setting up as a start-up as compared with other routes to market entry? (D) ✓  
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.

*Riya*  
**Principal**

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



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*L e a r n i n g a t i t s b e s t*

Affiliated to JNTUH, Approved by AICTE

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.

(A)

22. Goods or services reach the market place through \_\_\_\_\_.

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

(D)

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.

(B)

24. State Industrial corporations engage in the development of \_\_\_\_\_.

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

(A)

25. \_\_\_\_\_ is the first development bank of the country.

A. ICICI. B. IDBI. C. SFC. D. IFCI.

(D)

*Rajan*

**PRINCIPAL**

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





# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH, Approved by AICTE

A. Srideepa

196X1A0501

## INNOVATION & ENTREPRENEURSHIP MANAGEMENT

Duration: 1hr

Marks: 25

24  
25

1. An individual who initiates, creates and manages a new business can be called ( C )  
A. A leader B. A manager C. An entrepreneur D. A professional
2. Trademarks relate to ( d )  
A. Practice and knowledge acquired through experience  
B. The protection of proprietary information of commercial value  
C. The right to reproduce one's own original work  
D. Brand identity
3. Which could provide an individual with the motivation to start a new business venture?  
A. The financial rewards. B. A desire to be independent. C. Risk-taking D. All the above. ( d )
4. Which of the following factors would not be included in a PESTLE analysis? ( C )  
A. Government re-cycling policy. B. Proposed reduction in interest rates.  
C. Competitor activity. D. Demographic changes.
5. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry? ( a )  
A. Service. B. Manufacturing. C. Distribution. D. Agriculture.
6. Why are small businesses important to a country's economy? ( c )  
A. They give an outlet for entrepreneurs.  
B. They can provide specialist support to larger companies.  
C. They can be innovators of new products. D. All the above.
7. A business arrangement where one party allows another party to use a business name and sell its products or services is known as. ( b )  
A. cooperative. B. A franchise. C. An owner-manager business. D. A limited company.
8. Which of the following is the reason for business failure ( d )  
A. Lack of market research. B. Poor financial control.  
C. Poor management. D. All the above.
9. The use of informal networks by entrepreneurs to gather information is known as ( b )  
A. Secondary research. B. Entrepreneurial networking.  
C. Informal parameters. D. Marketing
10. Good sources of information for an entrepreneur about competitors can be obtained from \_\_\_\_\_  
A. Websites. B. Product information

Principal

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

WARANGAL - 506 371 (TS)



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH, Approved by AICTE

- C. Company reports and published accounts. D. All the above.
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. All the above. (d)
12. Primary data is \_\_\_\_\_.  
A. the most important data. B. the data that is collected first.  
C. new data specifically collected for a project. D. data that is collected second. (c)
13. Innovation can best be defined as \_\_\_\_\_.  
A. the generation of new ideas. B. the evolution of new ideas.  
C. the opposite of creativity. D. the successful exploitation of new ideas. (b)
14. Which of these statements best describes the context for entrepreneurship? (c)  
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.
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? (b)  
A. tolerance of others. B. need for achievement.  
C. propensity to leadership. D. locus of control.
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. (d)
18. Which of the following statements is false? (d)  
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.
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 as 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. (d)

Rijan

(Principal)

Sumathi Reddy Institute of Technology for Women

Ananthasagar (V), Hasanparthy (M)

WARANGAL - 506 371 (TS)



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

Affiliated to JNTUH, Approved by AICTE

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.

( a )

22. Goods or services reach the market place through \_\_\_\_\_.

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

( a )

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.

( d )

24. State Industrial corporations engage in the development of \_\_\_\_\_.

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

( a )

25. \_\_\_\_\_ is the first development bank of the country.

A. ICICI. B. IDBI. C. SFC. D. IFCI.

( d )

*Rajani*  
PRINCIPAL

Sumathi Reddy Institute of Technology for Women  
Anantnasagar (V), Hasanparthy (M)  
WARANGAL - 506 371 (T.S.)





# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

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

## Certificate

*V. Pranathi*

Ms.V.Pranathi  
Coordinator

*[Signature]*

Dr. S. Sudarshan  
Head of the Department



*Rajai*  
Principal

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

*[Signature]*

Dr. I. Rajasri Reddy  
Principal



# SUMATHI REDDY

INSTITUTE OF TECHNOLOGY FOR WOMEN

*Learning at its best*

## Certificate

This certificate is awarded to ENUGALA SAI DEEPTHI with roll number 196Y1A0532 for successful completion of Course entitled "Innovation & Entrepreneurship Management" conducted from 01-09-2018 to 13-10-2018.

*V. Pranathi*

Ms.V.Pranathi  
Coordinator



*[Signature]*

Dr. E. Sudarshan

Head of the Department

*Rajai*  
Principal

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

*Rajai*

Dr. I. Rajasri Reddy  
Principal