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Code No. : 12114 N

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD*Accredited by NAAC with A++ Grade***B.E. II-Semester Main & Backlog Examinations, September-2022****Introduction to Entrepreneurship**

(Common to Civil & ECE)

Time: 2 hours

Max. Marks: 40

*Note: Answer all questions from Part-A and any Four from Part-B***Part-A (6 × 2 = 12 Marks)**

Q. No.	Stem of the question	M	L	CO	PO
1.	What is the difference between a startup and an enterprise?	2	1	1	9
2.	List any four challenges in an entrepreneurial journey.	2	1	1	11
3.	Which among the following is a barrier to communication? a) Understanding the ice-berg b) Maintaining eye contact c) Making assumptions d) Active listening	2	1	2	9
4.	In what situations elevator pitch is suitable?	2	1	2	11
5.	List any two reputed global entrepreneurs.	2	1	1	11
6.	How demographic and psychographic data useful to entrepreneur?	2	1	2	11
Part-B (4 × 7 = 28 Marks)					
7.	a) Describe the success story of a startup named Practo.	4	2	1	11
	b) What is an E-cell? How are E-cells nurturing or promoting entrepreneurship in any institutions?	3	3	1	11
8.	a) What is an entrepreneurial style? Explain the characteristics of Magician and Maker style of entrepreneurship with an example.	4	2	1	11
	b) Explain the characteristics of a successful entrepreneur.	3	2	1	9,11
9.	a) How to generate ideas and explain different sources of new ideas with an example.	5	3	1	9,11
	b) Write any two entrepreneurial myths.	2	2	1	11
10.	a) What do you mean design thinking? Apply design thinking to redesign the process of issuance of driving license to customers.	4	3	2	9,11
	b) Explain how barriers in communication effect the communication.	3	2	2	10,11
11.	a) Explain the journey of an entrepreneur taking into consideration the risks taken up by him/her and explain how he/she managed the risk.	4	3	2	11
	b) Discuss in detail the problems and remedies of women entrepreneurship.	3	3	2	11
12.	a) What is the importance of personal selling? How to create a wow factor to the customer?	5	3	2	9,11
	b) What are the schemes proposed by Telangana Govt. to promote startups?	2	2	2	10,11

M : Marks; L: Bloom's Taxonomy Level; CO; Course Outcome; PO: Programme Outcome

i)	Blooms Taxonomy Level – 1	22%
ii)	Blooms Taxonomy Level – 2	33%
iii)	Blooms Taxonomy Level – 3 & 4	45%
