

Hall Ticket Number:

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Code No. : 11228 N/O

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD

Accredited by NAAC with A++ Grade

B.E. I-Semester Main Backlog Examinations, Jan./Feb.-2024**Introduction to Entrepreneurship**

(N/O : CSE, AIML, EEE & IT O : Mech.)

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. | Define Entrepreneurship. | 2 | 1 | 1 | 9 |
| 2. | Which style of entrepreneurship does Steve Jobs possess? | 2 | 1 | 1 | 11 |
| 3 | What is an elevator pitch? Where can it be applied? | 2 | 1 | 2 | 9 |
| 4. | List any three reputed women entrepreneurs. | 2 | 1 | 2 | 11 |
| 5. | How does an entrepreneur influence the world? | 2 | 1 | 1 | 11 |
| 6. | Give an example where show and tell technique is suitable. | 2 | 1 | 2 | 11 |
| Part-B (4 × 7 = 28 Marks) | | | | | |
| 7. a) | Describe the success story of Ritesh Agarwal founder of OYO rooms. | 4 | 2 | 1 | 11 |
| b) | What are start-up initiatives provided by central Govt. of India? Outline the qualities that define a successful entrepreneur. | 3 | 2 | 1 | 11 |
| 8. a) | Explain five entrepreneurial styles with an example. | 4 | 2 | 1 | 11 |
| b) | Suggest the activities that can be performed under E-Cell to promote entrepreneurship and support start-ups. | 3 | 3 | 1 | 9,11 |
| 9. a) | What is a business model? Apply Business model canvas for a Netflix business entity. | 4 | 3 | 1 | 9,11 |
| b) | Write about techniques that can be adopted to generate ideas. | 3 | 2 | 1 | 11 |
| 10. a) | What is design thinking? Apply principles of design thinking to a problem of your choice to provide a service or redesign a product. | 4 | 3 | 2 | 9,11 |
| b) | How do an entrepreneur manage risks? | 3 | 2 | 2 | 10,11 |
| 11. a) | Explain personal selling techniques with an example. | 4 | 2 | 2 | 11 |
| b) | How do you capture the information of a prospective customer? | 3 | 3 | 2 | 11 |
| 12. a) | Can you share real-life instance where an entrepreneur has utilized a well-crafted elevator pitch to secure funding or attract key stakeholders to their venture? | 4 | 3 | 2 | 9,11 |
| b) | How do incorrect assumptions about people impact communication within the entrepreneurial ecosystem? | 3 | 3 | 2 | 10,11 |

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

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|------|-------------------------------|-----|
| i) | Blooms Taxonomy Level – 1 | 22% |
| ii) | Blooms Taxonomy Level – 2 | 34% |
| iii) | Blooms Taxonomy Level – 3 & 4 | 44% |
