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Code No. : 15157 (K) N/O

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD

Accredited by NAAC with A++ Grade

B.E. V-Semester Main & Backlog Examinations, Jan./Feb.-2024

Basics of Entrepreneurship (OE-III)

Time: 3 hours

Max. Marks: 60

Note: Answer all questions from Part-A and any FIVE from Part-B

Part-A (10 × 2 = 20 Marks)

Q. No.	Stem of the question	M	L	CO	PO
1.	Mention the significance of entrepreneurship in your own words.	2	2	1	9
2.	Discuss about the common myths of entrepreneurship.	2	1	1	11
3.	Why are jobs to be done crucial for an entrepreneur to start with a solution?	2	2	2	9
4.	What do you understand by a minimum viable product (MVP)? Explain in relevance of customers' jobs, pains, and gains.	2	1	2	9
5.	State the significance of pricing. List any two pricing strategies.	2	1	3	9
6.	Who are early adopters? State their significance.	2	1	3	11
7.	Which types of leadership styles are seen in practice? What would be the best style of leadership for startups?	2	1	4	9
8.	What would be called as a right team in a startup?	2	1	4	9
9.	Write the difference between value proposition and positioning statement.	2	1	5	11
10.	List the different types of enterprises commonly seen in India.	2	1	5	9
Part-B (5 × 8 = 40 Marks)					
11. a)	Elaborate on customer segmentation and targeting.	4	2	1	9
b)	Describe the process you have adopted in identifying a problem worth solving.	4	1	1	11
12. a)	Detail about the lean approach and describe about the various business models.	4	3	2	11
b)	Differentiate between a startup venture and a small business by using appropriate illustrations.	4	2	2	11
13. a)	Explain the four types of market and discuss their salient features.	4	2	3	11
b)	List the primary and secondary sources of revenue in your practice venture. Mention how much share of the total revenue you are expecting from your secondary revenue.	4	4	3	9
14. a)	Describe how a startup can start building the right team. Discuss about the various roles and their responsibilities in your team.	4	2	4	11



	b)	Detail about the various collaboration tools available in project management. Mention which tool you are using for your first venture.	4	4	4	9
15.	a)	Explain the process of creating the digital presence of your product/service. Explain how you leverage the technology to boost your sales.	4	3	5	11
	b)	Describe the business regulations of starting and operating a business in India.	4	3	5	9
16.	a)	Detail the steps involved in running a problem interview.	4	4	1	11
	b)	Describe how you have performed and validated the product-market-fit test for your practice venture.	4	2	2	9
17.		Answer any <i>two</i> of the following:				
	a)	Describe the process of pitching to your investor(s) in the form of a role-play. What mandatory things should be there in your pitch deck?	4	4	3	9
	b)	Detail all the steps involved in doing a role-play of interviewing to hire a COO for your practice venture.	4	2	4	9
	c)	Using all the information you have learned in this course, draw the lean canvas for your practice venture.	4	2	5	11

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

i)	Blooms Taxonomy Level - 1	25%
ii)	Blooms Taxonomy Level - 2	35%
iii)	Blooms Taxonomy Level - 3 & 4	45%
