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Code No. : 12124 N

VASAVI COLLEGE OF ENGINEERING (AUTONOMOUS), HYDERABAD
Accredited by NAAC with A++ Grade

B.E. II-Semester Main Examinations, August-2023

Introduction to Entrepreneurship

(Common to Civil, ECE & 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)

Part-B (4 × 7 = 28 Marks)

Q. No.	Stem of the question	M	L	CO	PO
1.	State the significance of e-cells in imparting entrepreneurial skills.	2	1	1	9
2.	List the challenges faced by entrepreneurs in our country.	2	2	1	11
3.	What do you understand by effective communication and state how it is useful for an entrepreneur.	2	2	2	9
4.	Detail about customer centric approach.	2	1	2	9
5.	Identify the sources of finding new ideas.	2	2	1	11
6.	Discuss about elevator pitch with the help of an example.	2	1	2	9
7. a)	It is said that entrepreneurship will change the economic state of a nation. Discuss.	4	3	1	9
b)	List the six myths of entrepreneurship and discuss.	3	2	1	11
8. a)	Identify one global and one local entrepreneur and detail how they succeeded as entrepreneurs.	4	3	1	9
b)	Discuss about the five entrepreneurial styles with appropriate examples.	3	2	1	9
9. a)	Discuss the story of Ritesh Agarwal and his entrepreneurial journey in creating OYO Rooms.	4	3	1	11
b)	Differentiate between a business model and a business plan.	3	2	1	9
10. a)	Enlist the communication barriers and suggest how to overcome those barriers.	4	1	2	9
b)	Discuss about the personal selling techniques.	3	1	2	11
11. a)	Detail about design thinking and its five stages.	4	2	2	11
b)	Write the script for the role play for selling your product/service to a potential customer. Explain how you will convince the customer to buy your product/service.	3	4	2	9
12. a)	Using a real-life entrepreneurs' story, discuss about managing risks and learning from failures.	4	3	2	11
b)	Write a note on women entrepreneurs.	3	2	2	9

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

i)	Blooms Taxonomy Level – 1	20.3%
ii)	Blooms Taxonomy Level – 2	34.4%
iii)	Blooms Taxonomy Level – 3 & 4	45.3%
