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Code No. : 16147 (L) N/O

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

B.E. VI-Semester Main & Backlog Examinations, May/June-2023

Advanced Course in Entrepreneurship (OE-IV)

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.	When do you think a startup needs to get a new problem/idea/solution/team or a proto-type?	2	1	1	9
2.	List four reasons why one should change their business model?	2	2	1	11
3.	Differentiate between a business model and a business plan.	2	2	2	10
4.	Discuss about the forecasting strategies and mention their need.	2	1	2	11
5.	What do you understand by "Right Funding Options". Explain by using your first venture as example.	2	1	3	9
6.	State the significance of an A-Team.	2	1	3	11
7.	What comes to your mind when you think of your favorite brand?	2	2	4	11
8.	Define digital marketing and state its advantages.	2	1	4	9
9.	Describe why and how a ventures' progress is measured.	2	2	5	9
10.	List the top four legal entities popularly used by enterprises in India.	2	1	5	11
Part-B (5 × 8 = 40 Marks)					
11. a)	After pivoting, describe how your team has run the solution interview in a detailed manner. Write the tips you have followed in this process.	4	1	1	9
b)	State the key responsibilities of a product manager in any venture.	4	2	1	11
12. a)	Detail the financial plan of your first venture and describe how you have done the beak-even analysis.	4	3	2	9
b)	Discuss the five stages involved in exploring the customer lifecycle for growing your customers.	4	2	2	11
13. a)	Describe the activity, "pitching to attract talent". Detail the procedure you followed and state its outcomes.	4	2	3	11

b)	Describe the stage and the type of funding required for the hypothetical venture scenario stated below: <u>Samuel's Diagnostic Laboratory</u> Samuel has often lived through the pain of running every now and then to diagnostic labs with his ailing parents to get some medical tests done. He often wished there was a "lab on wheels" version for such tests. However, there was none. It was then that the entrepreneurial spirit in him led him to think of launching a state-of-the-art mobile diagnostic laboratory which would have facilities for all common medical tests, including ECG, TMT, X-ray, and USG. He plans to start with one mobile diagnostic laboratory first in his city. Based on the response, he plans to expand further, even to other cities, which might not have access to state-of-the-art medical facilities.	4	1	3	9
14. a)	Draw the Simon Sinek's Golden circles relevant to your venture and also build a value pyramid for your venture.	4	3	4	9
b)	Justify the reason why you selected a specific technology platform for your venture. List any two technology platforms and list the top five software solutions in each of the two platforms.	4	3	4	11
15. a)	Define CAC, CLV, and ARPU. Write the formulae to calculate them using the metrics of your first venture.	4	2	5	11
b)	State the importance of mentors and advisors for any startup. Identify the areas in which you need help from mentors and advisors. List the areas in which you need help and list all the potential mentors or advisors you are seeking help from.	4	3	5	11
16. a)	Analyze the business models of any two of your competitors and list down their strength and weaknesses. Describe any of your competitors' strengths that you have emulated in your venture.	4	3	1	9
b)	According to the sales forecast you made for each product or service for one year, figure out how many customers you should approach to meet your sales forecast figures. Describe your customer acquisition plan.	4	4	2	11
17.	Answer any two of the following:				
a)	Once your A-team is in place and it starts executing your company's business plan, your company will experience some "growing pains." One way to keep these growing pains to a minimum is to standardize its key processes. Describe what is process standardization and mention why one should standardize the key processes.	4	4	3	9
b)	State your brand positioning statement and justify the reasons for your chosen brand name, logo, and social media handle.	4	3	4	11
c)	Write the tips on creating a metrics dashboard. State the frequency of your plan to present to your investors.	4	3	5	9

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

i)	Blooms Taxonomy Level – 1	26 %
ii)	Blooms Taxonomy Level – 2	31 %
iii)	Blooms Taxonomy Level – 3 & 4	43%