

Hall Ticket Number:

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Code No. : 16142 AS (L)

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

B.E. VI-Semester Advanced Supplementary Examinations, July-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.	Define pivoting with an appropriate example.	2	1	1	11
2.	List the nine segments in a business model.	2	2	1	9
3.	State the importance of a product manager.	2	2	2	9
4.	What is procurement planning?	2	1	2	11
5.	What should a pitch deck for funding contain?	2	1	3	9
6.	Briefly discuss about an A-team in a startup.	2	1	3	11
7.	Write a branding positioning statement for your first venture.	2	2	4	9
8.	Mention the ways in which the public image of your venture could be made available.	2	1	4	11
9.	What is the metric for customer acquisition?	2	2	5	11
10.	Why is it important to take care of IP in a startup?	2	1	5	11
Part-B (5 × 8 = 40 Marks)					
11. a)	Discuss about how you have identified the problem and finalized the product or service by performing the interview with potential customers.	4	1	1	11
b)	List the types of business models available and describe about any two business models.	4	2	1	9
12. a)	State the importance of sales plan and detail how you made your sales plan for one year.	4	3	2	9
b)	Describe about financial planning and forecasting in your first venture.	4	2	2	11
13. a)	Differentiate between primary and secondary revenue streams.	4	1	3	11
b)	Write a note on attracting the right talent for your first venture which is in the early stage of development.	4	2	3	11

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14. a)	Describe the importance of ventures golden circles. Correlate your venture to the circles and list the values of your venture.	4	3	4	9
b)	How did you leverage the technology available by applying the same to your first venture?	4	3	4	9
15. a)	Discuss about the key metrics to measure the progress of your startup.	4	2	5	11
b)	Do you think mentors and advisors are required for startups? Justify your answer.	4	3	5	9
16. a)	Describe the situation when you will add new customer segments to your existing business model.	4	3	1	9
b)	Describe the importance of business planning.	4	4	2	11
17.	Answer any <i>two</i> of the following:				
a)	Discuss about the funding options available for entrepreneurs.	4	4	3	9
b)	Identify the technology platforms available for marketing and promotion of any venture.	4	3	4	9
c)	Detail about re-forecasting your financial plan and state how you may increase your profits.	4	3	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	30%
iii)	Blooms Taxonomy Level – 3 & 4	45%
