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Code No. : 13516 S

VASAVI COLLEGE OF ENGINEERING (Autonomous), HYDERABAD
B.E. (CBCS) III-Semester Supplementary Examinations, June/July-2019

Introduction to Entrepreneurship
(Common to all branches)

Time: 2 hours

Max. Marks: 40

Note: Answer ALL questions in Part-A and any THREE from Part-B

Part-A (5 × 2 = 10 Marks)

1. What does Entrepreneurial Spirit mean?
2. List any four state level institutions which support entrepreneurship in our country.
3. List the various steps in the personal selling process.
4. What is an elevator pitch?
5. Outline the importance of teams and team work in a business or in an organization.

Part-B (5 × 6 = 30 Marks)

(All sub-questions carry equal marks)

6. a) Discuss in your own words how entrepreneurship has changed the world?
b) Scenario:
A father goes to a bakery and places a request for a spaceship-shaped cake. He is told by the owner that it will not be possible to bake a cake of that shape, and instead asks him to order something from what is available.
Do you think the customer is satisfied? Justify your answer.
7. a) Illustrate how E-cells can transform individuals into successful leaders and entrepreneurs.
b) A customer returns a pair of purchased shoes due to medical reasons. He receives a full refund along with a Get well note from the retailer.
Is this good for the shop owner? Justify your answer.
8. a) Summarize the story of Travis Kalanick by describing how he made Uber a success.
b) Discuss about the importance of "Show and Tell" when someone is showcasing their work, a project or a new product launch.
9. a) Discuss about customer profiling and state why it is essential for a successful venture creation.
b) Explain about demographic and psychographic profiling of customers.
10. a) Illustrate about a local entrepreneur who succeeded in a venture and write about the best thing you like about that entrepreneur.
b) List the various barriers to communication and state how you may overcome those barriers.
11. a) "Your body language speaks louder than words", justify this statement.
b) If your teammate is going to meet-up with a potential sponsor for a venture, what body language tips would you give for a successful pitch?
12. a) Summarize the features of design thinking.
b) List and discuss about the myths of design thinking.