

Hall Ticket Number:

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Code No. : 14128 (H)

VASAVI COLLEGE OF ENGINEERING (Autonomous), HYDERABAD
B.E. (CBCS) IV-Semester Main Examinations, January-2021
Basics of Entrepreneurship
 (Open Elective-II)

Time: 2 hours

Max. Marks: 60

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

Part-A (9 × 2 = 18 Marks)

| Q. No. | Stem of the question | M | L | CO | PO |
|-----------------------------------|--|---|---|----|----|
| 1. | Summarize the myths of entrepreneurship. | 2 | 1 | 1 | 9 |
| 2. | Describe the importance of customer segmentation and targeting. | 2 | 2 | 1 | 11 |
| 3. | List out the salient features about a value proposition canvas. | 2 | 2 | 2 | 9 |
| 4. | Explain briefly about minimum viable product (MVP). | 2 | 1 | 2 | 9 |
| 5. | Give an overview of various pricing strategies. | 2 | 2 | 3 | 11 |
| 6. | Identify and describe about the three basic costs involved in a venture. | 2 | 2 | 3 | 11 |
| 7. | Discuss about the pros and cons of autocratic style of leadership. | 2 | 2 | 4 | 9 |
| 8. | Define project management. | 2 | 1 | 4 | 9 |
| 9. | State the importance and need of a prospective enterprise to be visible in social media. | 2 | 2 | 5 | 11 |
| 10. | Elaborate on the ways in which the Indian Government has been supporting entrepreneurship. | 2 | 2 | 5 | 11 |
| 11. | What do you understand by design thinking? | 2 | 1 | 1 | 9 |
| 12. | How is a product-market-fit test performed? | 2 | 2 | 2 | 9 |
| <i>Part-B (3 × 14 = 42 Marks)</i> | | | | | |
| 13. a) | Elaborate on the five principles of effectuation with relevant examples from real-life. | 7 | 2 | 1 | 11 |
| b) | Describe how entrepreneurship has impacted the economy of our country and the lifestyle of common man over the past five years. | 7 | 3 | 1 | 11 |
| 14. a) | Using the example of Cirque du soleil, elaborate on the application of blue ocean strategy to succeed in a venture. | 7 | 4 | 2 | 9 |
| b) | Sketch your lean canvas model of a selected customer segment in your practice venture. | 7 | 4 | 2 | 11 |
| 15. a) | Define cost structure and describe the detailed break-up of costs used in your practice venture. Use savory smoothie example as reference. | 7 | 3 | 3 | 11 |
| b) | Identify any two successful brands in the market and compare their individual branding strategies. | 7 | 4 | 3 | 9 |

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|--------|---|---|---|---|----|
| 16. a) | State the importance of defining the roles and responsibilities of your team members. When should one look for hiring people for a given role? | 7 | 2 | 4 | 11 |
| b) | Describe the role-play of an interview process of hiring a marketing manager for your new venture. | 7 | 4 | 4 | 11 |
| 17. a) | Mention the importance of having a solid sales plan before setting up your own venture. Mention the key elements of a sales plan | 7 | 3 | 5 | 9 |
| b) | Elaborate on the selling tips for effectively selling a product/service. | 7 | 3 | 5 | 9 |
| 18. a) | Describe the importance of selecting ideas worth solving before starting a venture. Use a real-life example and discuss the pros and cons. | 7 | 4 | 1 | 11 |
| b) | Analyze all the prospective business ideas which are practically feasible to start in a pandemic situation where mobility is limited. Discuss the possible challenges you might face in setting up a venture. | 7 | 2 | 2 | 9 |
| 19. | Answer any <i>two</i> of the following: | | | | |
| a) | Differentiate between the primary and secondary sources of revenue streams. Elaborate on how and when one should delve on secondary sources of revenue? | 7 | 4 | 3 | 9 |
| b) | “Shared style of leadership works best for entrepreneurs.” Justify this statement using an appropriate example. | 7 | 3 | 4 | 9 |
| c) | Mention the various forms of enterprises and describe about the required registrations needed before starting a venture. | 7 | 4 | 5 | 11 |

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

| S. No. | Criteria for questions | Percentage |
|--------|---|------------|
| 1 | Fundamental knowledge (Level-1 & 2) | 34.8 |
| 2 | Knowledge on application and analysis (Level-3 & 4) | 65.2 |
| 3 | *Critical thinking and ability to design (Level-5 & 6) (*wherever applicable, subject to a maximum of 10%) | - |
