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Code No. : 13111

VASAVI COLLEGE OF ENGINEERING (Autonomous), HYDERABAD
B.E. (CBCS) III-Semester Main Examinations, December-2018

Introduction to Entrepreneurship
(Common to all branches)

Time: 2 hours

Max. Marks: 40

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

Q.No.	Stem of the question	M	L	CO	PO
Part-A (5 × 2 = 10 Marks)					
1.	Who is an imitative entrepreneur?	2	1	1	12
2.	What do you know about start-ups and incubators?	2	1	1	9,12
3.	List any four Central level institutions which support entrepreneurship in our country.	2	1	2,3	12
4.	Outline the various techniques for generating ideas.	2	2	2	12
5.	Define Intrapreneurship.	2	2	1	12
Part-B (5 × 6 = 30 Marks)					
6.	a) List the six myths about entrepreneurship and validate them.	3	2	1	12
	b) "Good teamwork is essential for high performance in any business or organisation". Justify.	3	2	1	12
7.	a) Illustrate how E-cells can transform individuals into successful leaders and entrepreneurs.	3	3	4	9,12
	b) Explain in your own words how entrepreneurship has changed the world?	3	2	1	12
8.	a) If you were to become an entrepreneur, what would be your style of entrepreneurship? Defend your response.	3	4	1	12
	b) Compare the success story of any two entrepreneurs of your choice.	3	4	1	9,12
9.	a) Summarise the principles of design thinking.	3	2	4	12
	b) In the "Keep it, Junk it!" activity, wherein you are asked to decide on the things which you want to keep and the things you can easily throw away, how can one appreciate the significance of user needs.	3	4	4	12
10.	a) What are some of the barriers to effective communication? How can one overcome those barriers?	3	1	4	10
	b) "Risk is not a negative quality but a positive one", Justify this statement with respect to entrepreneurship.	3	4	4	12
11.	a) Describe how Oyo rooms has become a successful business.	3	4	4	9,12
	b) Scenario: You have decided to move on in your career and start a venture of your own. You are a big foodie and are passionate about trying out different cuisines. This interest of yours has stayed on for some time and you make up your mind finally to open a restaurant. But you do not have enough money to pay the rentals and other logistics. So you plan to give it a shot. You aspire to become the most sought after 'Lunch Box Delivery' called HOT MEALS service provider in your college campus for teachers and students. How would you use Personal Selling to sell your Lunch Box Delivery service?	3	4	4	12
12.	a) Explain how entrepreneurs may contribute to the economy of a country?	3	2	1	6,12
	b) List and discuss about the various forms of ownerships in India.	3	4	1	12

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)	42
2	Knowledge on application and analysis (Level-3 & 4)	58
3	*Critical thinking and ability to design (Level-5 & 6) (*wherever applicable, subject to a maximum of 10%)	0