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Code No.: 14112 AS N(G)

VASAVI COLLEGE OF ENGINEERING (Autonomous), HYDERABAD
B.E. (CBCS) IV-Semester Advanced Supplementary Examinations, July-2019

Basics of Entrepreneurship
(Open Elective-III)

Time: 3 hours

Max. Marks: 60

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

Part-A (10 × 2 = 20 Marks)

1. List the hurdles faced by an entrepreneur while choosing entrepreneurship as a career choice.
2. Explain the process of customer segmentation and targeting.
3. What are the essential features of lean approach?
4. Explain the design thinking principles.
5. Describe the meaning of the term, 'break-even' in any enterprise.
6. Summarize about market skimming as a pricing strategy.
7. Illustrate how a branding strategy is chosen.
8. Explain the importance of project management in running an enterprise.
9. Summarize the importance of a lean canvas.
10. Illustrate the importance of one-to-one selling.

Part-B (5 × 8 = 40 Marks)

(All sub-questions carry equal marks)

- 11.a) Describe in brief about the five principles of effectuation and identify the effectuation principle suitable to you.
b) How can you identify a problem worth solving?
- 12.a) Differentiate between a consumer and a customer.
b) Discuss about the market types in detail.
- 13.a) Describe about the cost structure using the savory smoothie example.
b) List the various roles required in your team for starting your first venture. Justify why each role is given to that team member.
- 14.a) Discuss and compare the various forms of business organizations.
b) Explain the importance of brand positioning statement. List any three functions.
- 15.a) Fill the customer segment section of the value proposition canvas for a selected start-up.
b) Define MVP and explain how it is validated for a market-fit by conducting an MVP interview.
- 16.a) Differentiate between a brand and a product.
b) List out the selling tips for effectively selling ones product/service.
17. Answer any *two* of the following:
 - a) Using an appropriate example, describe the Blue Ocean Strategy with a strategy canvas.
 - b) Explain the importance of brand positioning statement. List any three functions.
 - c) How does one craft a unique value proposition for their customer?

