



INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

Mid-Autumn Semester 2018-19

Date of Examination :25.09.2018 Session (AN) Duration 2 hrs Full Marks 30

Subject No. : _EP60025 Subject :Special Topics in Entrepreneurship

Department/Center/School :Rajendra Mishra School of Engineering Entrepreneurship

Specific charts, graph paper, log book etc., required: No

Special Instructions (if any) :

01

- a Suppose You want to develop one new product in your entrepreneurial farm. 7
Write in details, what steps will you follow to identify your target customers?
How will you identify desired product attributes indicated by your customer?

- b What factors are to be considered during segmentation? 3

02

- a Your Entrepreneurial farms wants to develop low cost health care device 7
suitable for India. Your R & D team has identified five ideas during planning
stage. After idea Screening, you have selected one idea for further
development. State your five ideas. State idea screening procedures and
reasons of rejection for other four ideas. Take your selected bright idea and
define product development upto design specification stage.

- b Sketch the work flow process of Stanford India Biodesign programme for 3
product development

03

- a Suppose students of IITkgp participated in a product development 5
programme. There were four teams. One team became highly successful
and one exposed to great failure. Other two teams were in breakeven point.
Find out the reason for high success and great failure using seven dream
team practices. How will you identify the reasons of success and failure?

- b A person in your team has several skills like "Outgoing, dynamic, tough 1
minded, opportunistic, emotional.Good at directing attention towards setting of
objectives, priorities & shaping the outcome of group activities. In this
situation, if he wishes to join at your entrepreneurial firm,what responsibility
would you like to offer him?

- c Define stages of team formation and Douglas Theories X and Y 4

