



GENERAL SIR JOHN KOTELAWALA DEFENCE UNIVERSITY

Faculty of Engineering

Department of Electrical, Electronic and Telecommunication Engineering

B.Sc. Engineering Degree

Semester 5 Supplementary Examination – June 2025

(Intake 38 – EE and ET)

ME 3212 - ENTREPRENEURSHIP FOR ENGINEERS

Time allowed: 2 Hours

18 June 2025

ADDITIONAL MATERIAL PROVIDED

None

INSTRUCTIONS TO CANDIDATES

This paper contains 4 questions on 3 pages

Answer ALL questions / or as instructed in the respective sections

This is a closed-book examination

Use a separate answer book

This examination accounts for 70% of the module assessment. The marks assigned for each question and parts thereof are indicated in square brackets

If you have any doubt as to the interpretation of the wordings of a question, make your own decision, but clearly state it on the script

Assume reasonable values for any data not given in or provided with the question paper, clearly make such assumptions made in the script

All examinations are conducted under the rules and regulations of the KDU

DETAILS OF ASSESSMENT

Learning Outcome (LO)	Questions that assess LO	Marks allocated (Total 70%)
LO1	Q1	17.5
LO2	Q2	17.5
LO3	Q3	17.5
LO4	Q4	17.5

Question 01

Sean Parker

Sean Parker is a hacker who hacked the entire network of 500 companies when he was 16 years old. He later worked with Napster, the largest file-sharing site on the Internet. After Napster, his first successful venture was an online address book and Plaxo, which offered network services. He was also exceptionally expert in developing Facebook. Notably, Parker was the very first president of Facebook.

Mark Zuckerberg said that Sean helped transition Facebook from a college project into a legitimate company by offering advice. He also founded Airtime.com, a real video chat site, with his fellow Napster. Parker is currently a venture capital investor. He was also interested in music, and he invested in Spotify in 2010.

Parker Foundation was launched in 2015 with \$600 million utilized for global health, science, and civic engagement. After one year of his foundation, he announced the Parker Institute and gave \$250 million for cancer immunotherapy. He also founded the Asthma and Allergy Centre at Stanford because he had asthma and allergy problems.

Considering the facts given in the case study:

- a) Discuss how Sean Parker's journey reflects the key characteristics of a successful technopreneur. Support your answer with at least three characteristics and examples from the case. (10 Marks)

- b) Assume Sean Parker plans to launch a digital innovation venture in Sri Lanka. Propose a suitable business idea and critically analyze its potential using the PESTEL framework and Porter's Five Forces. (15 Marks)

(Total Marks = 25)

Question 02

- a) Discuss the difference between invention and innovation. Provide two examples for each. (10 marks)

- b) "The person who wants peace must prepare for war." Explain this statement in the context of recognizing entrepreneurial opportunities in a competitive market. (15 marks)

(Total Marks = 25)

Question 03

- a) Discuss the difference between product/service feasibility and industry/market feasibility. (10 marks)

- b) Explain the New Product Development Process using an example of an agricultural technology-based product. (15 marks)

(Total Marks = 25)

Question 04

- a) List and explain four types of competition and market risks faced by entrepreneurs. (10 marks)

- b) Describe the product marketing mix (4Ps) with relevant examples. (15 marks)

(Total Marks = 25)

End of the question paper