



VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TECHNICAL CAMPUS

Grade A++ Accredited Institution by NAAC

NBA Accredited for MCA Programme; Recognized under Section 2(f) by UGC;
Affiliated to GGSIP University, Delhi; Recognized by Bar Council of India and AICTE
An ISO 9001:2015 Certified Institution

SCHOOL OF ENGINEERING & TECHNOLOGY

Question Bank

Unit 1

Introduction to entrepreneurship and innovation

1. Define entrepreneurship and innovation. Explain different types of entrepreneurship.
2. 'Entrepreneurs are the backbone of a country' – Explain.
3. What is an entrepreneurial mindset, and how does it contribute to the success of a startup?
4. Explain the difference between a business owner and an entrepreneur, intrapreneur and entrepreneur.
5. Write the characteristics of an entrepreneur. List and explain some common challenges faced by entrepreneurs.
6. How social entrepreneurs differ from regular entrepreneurs? What are the challenges faced by social entrepreneurs in scaling their ventures? Discuss the work of any one social entrepreneur and how he /she contribute to the society.
7. Define innovation and explain its importance in entrepreneurship. What are the main risks associated with innovative initiatives in a new business?
8. What tools and techniques can be used for idea generation in entrepreneurship?
9. Explain different types of innovations with suitable examples. Discuss the role of innovation in technology.
10. What are the key techniques for identifying business opportunities in a given market?
11. Explain the term Business Problem Statement with suitable examples.



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Unit 1I

Business Model Canvas

1. Define Business Model Canvas.
2. Explain the different building blocks of a Business Model Canvas with a neat sketch.
3. What are the advantages and drawbacks of Business Model Canvas?
4. Write short notes on: customer segments; value proposition, customer retention and customer acquisition.
5. Discuss distribution channels; Customer Relationship.
6. What are the different Revenue Streams of a new business?
7. Briefly discuss about Key Resources, Key Activities, Key Partnerships of a new venture.
8. Which items fall under Cost Structure of a business venture.
9. State the reasons behind the popularity of Business Model Canvas among business community.
10. Consider you are going to start a new venture in IT Sector. Develop your Business Model Canvas with suitable points in nine building blocks.
11. Assume you are going to start a new venture for your innovative product. Develop your Business Model Canvas with suitable points in nine building blocks.



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Unit III

Finance and Marketing for early entrepreneurs

1. Discuss the differences between Profit and Loss Statement, Balance sheet and cash flow Statement.
2. Explain the importance of preparing the Balance Sheet for any company
3. Write short note on Customer Acquisition Cost (CAC) and Customer Life Time Value (CLV).
4. Discuss Working Capital, Cost of Good Sold and Profit margin with examples.
5. How CAGR and NPV help us to understand the performance of a business / project? Explain with suitable examples.
6. How a new entrepreneur will find out the customer requirements?
7. Write the differences between customer profiling and customer segmentation
8. Write short notes with example for Break Even Analysis and Return on Investment.
9. How the '4 Ps of marketing' help the budding entrepreneur to develop their business?
10. Discuss the different Networking effects to promote a new business.



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Unit IV

Creating and writing a Business Plan

1. Discuss different business models with suitable examples.
2. Write down the processes involved to make a business plan.
3. How a new business plan can write down?
4. List down different survey methods to understand the customer.
5. What are the 10 key elements of a Business Plan?
6. Describe Critical Risks and Harvest Strategy among them with suitable examples.
7. How a company can address the customer needs?
8. Discuss the road-map to start a new company in India.
9. Explain any two major challenges while incorporating a new company in India.
10. List down the key-points need to remember while presenting a business plan.