

QP Code: R20A31MB02



Anurag University

B Tech III Year I-Semester Regular & Supplementary Examinations, Oct/Nov-2023

Course: Entrepreneurship Development

(Common to CE, Ch.E, AI, AIML, ECE, CSE & CSE-CS)

Time: 3Hours

Max Marks: 60

Section –A (Short answer type questions)

- **Answer all questions:** **(10 x 2 =20Marks)**

1. Define Entrepreneur and Entrepreneurship
2. Distinguish between Entrepreneurship and intrapreneurship
3. Explain creative problem solving
4. What is meant by Design thinking?
5. How would you use internet to market a product –Explain with example.
6. Define unique value proposition
7. Write the risks in the Business model
8. What is MVP?
9. Write the advantages of Patent
10. Describe Law vs Ethics

Section—B (Essay answer type questions)

- **Answer all questions:** **(5 x 8 =40 Marks)**

11. A) Describe the role of entrepreneurs in economic development
OR
B) Explain in detail about women entrepreneurs and causes of failure
12. A) Explain the methods of generating ideas
OR
B) Discuss the various stages of design thinking.
13. A) Discuss the types of market segmentation with examples.
OR
B) Write about the concept of product market fit.
14. A) What is business model Canvas and Describe its various components with an example.
OR
B) Explain the importance of financial planning of small entrepreneurs.
15. A) Describe the sole proprietorship and write the pros and cons.
OR
B) Write short notes on i) Copy rights of IPR ii) Venture Capital iii) Patents