



# Anurag University

**B Tech III Year I -Semester End Examinations, Oct/Nov-2024**

**Course: Entrepreneurship Development**

**(Common to AI, AIML, CSE-CS & ECE)**

**Time: 10:00 AM to 12:30 PM**

**Max Marks: 50**

**Section – A (Short answer type questions)**

• **Answer all questions:**

**(5 x 2 =10 Marks)**

1. What are the different types of entrepreneurs?
2. What is design thinking?
3. Define product market fit with an example.
4. Outline the concept of MVP.
5. What are the different sources of capital in the initial stages of a business venture?

**Section-B(Essay answer type questions)**

• **Answer all questions:**

**(5X8=40 Marks)**

6. A) What are the different causes of failure of a business? Elucidate the same with a failure of an Indian Start-up.  
OR  
B) Differentiate between entrepreneurship and intrapreneurship. Explain the role of entrepreneurs in the economic development.
7. A) Explain the different methods of generating business ideas  
OR  
B) What are the different myths about entrepreneurship and how do they contrast with the reality?
8. A) What is consumer persona? Explain the importance of developing a consumer persona in the success of an entrepreneurship.  
OR  
B) Define unique value proposition and explain how a company like Volvo uses the concept of unique value proposition to increase the sales.
9. A) What is business model Canvas and explain with a business of your choice  
OR  
B) Explain the role of financial planning in running an enterprise.
10. A) What are the different organizational forms? Explain the pros and cons of each form.  
OR  
B) Explain the different forms of Intellectual Property Rights in detail.