

**QP Code: R20A32MB01A**



**Anurag University**

**B Tech III Year II-Semester Supplementary Examinations, April-2025**

**Course: Entrepreneurship Development  
(Common to IT, ME & CSE-DS)**

**Time: 1:15 PM to 4:15 PM**

**Max Marks: 60**

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

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

1. Write a note on Women Entrepreneurs.
2. Explain Entrepreneurship process.
3. How is an entrepreneurship opportunity identify?
4. List down the stages in design thinking.
5. Interpret Consumer Persona.
6. Define product-market fit.
7. Write a brief note on the importance of financial planning.
8. Justify two Feasibility Criteria.
9. Give two Examples of growth strategies.
10. Distinguish Law and Ethics.

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

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

11. A) Elaborate on Rural and Social Entrepreneurship.  
OR  
B) Classify Entrepreneurs and explore ‘Entrepreneurial Mind Set’ and stress.
12. A) Explain the myths and realities of Entrepreneurship.  
OR  
B) Discuss the techniques of problem solving and idea generation.
13. A) Examine the various types of Market segmentation with examples.  
OR  
B) Elaborate on the concept of Unique Value Proposition. Give examples.
14. A) Demonstrate Business Model Canvas with an example of any business of your choice.  
OR  
B) Explain the risks and assumptions involved in MVP.
15. A) Discuss on various organizational forms.  
OR  
B) Elaborate on Informal capital coming from Friends and Family, Angels and venture capitalists.