

QP Code: R20A31MB04



# Anurag University

**B Tech III Year I-Semester Supplementary Examinations, November-2024**

**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. List the benefits an organization can gain from Intrapreneurship?
2. What are the challenges that rural entrepreneurs face in comparison to their urban counterparts?
3. Name the limitations of any two idea generation techniques.
4. Why is it important for entrepreneurs and innovators to focus on identifying problems that are worth solving?
5. Infer any two examples of successful marketing campaigns that were designed around specific consumer personas?
6. Why is having a strong UVP important for businesses?
7. What are the common challenges in developing an MVP?
8. What is the primary purpose of the Business Model Canvas?
9. How does a patent differ from a copyright?
10. What is the fundamental difference between laws and ethics?

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

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

11. A) How can social entrepreneurs access funding and resources for their ventures, given their dual goals of profit and social impact?

OR

- B) What is women entrepreneurship and what are the unique challenges that women entrepreneurs often face in starting and running their businesses?

12. A) What is opportunity identification in entrepreneurship? What resources and tools are available to assist entrepreneurs in the process of opportunity identification?

OR

- B) What is design thinking and what are the key principles and stages of the design thinking process?

13. A) What is market segmentation and explain the potential benefits and drawbacks of market segmentation?

OR

- B) Define Product Market fit and explain the challenges or barriers that companies face when trying to establish product-market fit?

14. A) Explain the Business Model Canvas and their significance in designing a business model with an example?

OR

- B) What is financial planning, and why is it a critical aspect of business financial management?

15. A) Explain the advantages and disadvantages of various sources of finance

OR

B) What are the different organizational forms or legal structures available to businesses, and how do they differ from one another?