



INDIAN INSTITUTE OF TECHNOLOGY, KHARAGPUR
End-Spring Semester 2022-23

Date of Examination : _____ Session (FN/AN) _____ Duration 3 hrs
Subject No. : EP 60022 _____ Subject Name : Technology Entrepreneurship _____
Department/Center/School : Rajendra mishra School of Engineering Entrepreneurship _____
Specific charts, graph paper, log book etc., required _____
Special Instructions (if any) : _____

1. a) Explicate with clarification as to which phase of Design Thinking (DT) is related to 'Understanding Opportunity' a salient aspect in 'technopreneurship'?
b) Describe briefly the other phases of DT relating them to the innovation process. [4+4]
2. a) "Value proposition" acts as a plug-in to the 'Business Model Canvas (BMC)' allowing the 'technopreneur' to zoom into the details of how values are being created for customers" - explain this briefly mentioning the features of BMC.
b) Elucidate the 'Value Proposition Canvas' describing its attributes. [4+4]
3. a) Briefly narrate the three stages of 'Fit' in an innovation driven entrepreneurship.
b) Present the key idea of 'Lean Startup' paradigm. [4+4]
4. a) Delineate the development of 'Lean Canvas' with reference to 'Business Model Canvas'
b) Illustrate with a diagram the central concept of 'Quality Function Deployment' [4+4]
5. a) Outline 'Customer Discovery and Validation' relating the elements of the business model using the test sales report.
b) Briefly recount the steps involved in 'patenting' [4+4]
6. Portray the Investors' Perspectives on the salient aspects of a new venture. [4]
7. Answer either (a) or (b) of the following:
(a) Briefly describe the problem identification and solution ideation in a technology venture, using an example.
(b) Briefly discuss the 'researching' on an aspect related to Technology Entrepreneurship. [6]