Entrepreneurship Development Important Question Bank

Unit 1
1) Write down the types of entrepreneur styles & characteristics
2) Explain the Concept of GOOTB
3) What are the factors affecting entrepreneurship?
4) What are the principles of Effectuation?

Unit 2
1) Discuss the principle of design thinking.
2) Discuss the various customer segmentation approaches.
3) What are the sources of the Idea field & explain in detail.

Unit 3
1) Explain Customer study & value proposition.
2) Explain different market types & market structures.
3) Explain the concept of Value Proposition Canva.
4) Explain the Business Model Canvas with an Example.

Unit 4
1) Elaborate lean canvas model with Example.
2) Difference between Business Model Canva & Lean Model Canva.
3) Difference Between B2B & B2C in Details.
4) Write down the types of Business models with Examples.

Unit 5
1) Difference between Startup venture & Small Business.
2) How to Build Solution (Mockup Demo). Explain in Detail.
3) How to run Solution run interviews.
4) Does your solution solve problems for your customers? Elaborate it.
5) Explain in detail the sizing opportunity in entrepreneurship.
6) Explain in detail the concept of MVP
7) Explain types of industry analysis.

Unit 6
1) Explain the Sources of New Venture Financing.
2) What are investors' expectations in entrepreneurship development regarding Money, Cost, project, and finance?
3) Numerical on Break Even Analysis.

Unit 7
1) How do you pitch a candidate to join your Setup?
2) Explain how the team is essential for the success of any entrepreneurial venture.

Unit 8

1) Explain the process of positioning products and services.
2) Explain the strategy for Marketing the new product. How will you use digital and social media?
3) What is the unique sales proposition? Explain sales strategy.
4) What are the goals of the budgeting process & types of budget?
5) Explain the Sales Process in detail.

Unit 9

1) What is project management & explain the key elements of a project plan.
2) Explain the concept of workflow in detail.
3) Explain the importance of time management in project management. Explain the main processes in project time management.
4) What is the importance of being compliant & keeping proper documentation?