Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_

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**End Semester Examination – Nov/Dec – 2018**

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| **Code :** | **18MS2010** | **Duration :** | **3hrs** |
| **Sub. Name :** | **BASIC COURSE IN ENTREPRENEURSHIP** | **Max. marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Connect to the success story of a StartUp entrepreneur who has put into use the below given Effectuation principles. State the principle and discuss how he used the same.   1. Bird in Hand 2. Affordable Loss 3. Crazy Quilt 4. Lemonade 5. Pilot in the plane | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Discuss the below given Wadhwani Foundation Design Thinking Process by quoting an example of any one Entrepreneur who has put this into use and become successful:   1. Immerse 2. Empathize 3. Ideate 4. Prototype 5. Validate | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Sketch a Value Proposition Canvas for your startup plan. List down atleast 2 customer gain, pain and jobs along with product and services, gain creators and pain relievers. | CO1 | 20 |
| (OR) | | | | |
| 4. | a. | Differentiate Business Plan and Business Model. | CO1 | 10 |
| b. | Sketch a Lean Canvas for your business model. | CO1 | 10 |
|  |  |  |  |  |
| 5. | a. | Discuss the steps to be taken for making the competition irrelevant for your startup idea. | CO2 | 10 |
| b. | Prepare a Blue Ocean Strategy for your Business Idea. | CO2 | 10 |
| (OR) | | | | |
| 6. | a. | Mr.Randy wants to start a tuition centre in Coimbatore. Identify and list down any 5 Fixed cost and any 5 Variable cost that will be involved in his venture. | CO2 | 10 |
| b. | List atleast 5 Cost structure and Revenue stream for your Business Idea. | CO2 | 10 |
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| 7. | a. | Compare Autocratic Leadership style with Shared leadership style. | CO2 | 10 |
| b. | Mention any 5 Merits of Shared leadership style over other leadership styles practices in a StartUp organization. | CO2 | 10 |
| (OR) | | | | |
| 8. | a. | List down and describe atleast 5 channels that you would use to reach your customers effectively. | CO2 | 10 |
| b. | Discuss 5 strategies used by an effective sales person to make a customer buy a product. | CO2 | 10 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Mention briefly the procedure to be followed for different types of Licence Registrations mentioned as below:   1. PAN and TAN 2. GST 3. Trade License & Professional Tax | CO3 | 7  5  8 |