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

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

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| **Code :** | **18PA2007** | **Duration :** | 3hrs |
| **Sub. Name :** | **ENTREPRENEURSHIP DEVELOPMENT** | **Max. marks :** | 100 |

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

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. | a. | Distinguish between creativity, invention and innovation. Identify the sources of innovation. | CO3 | 10 |
| b. | Explain the various steps to be taken by an entrepreneur to start a new venture. | CO3 | 10 |
| (OR) | | | | |
| 2. | a. | Define Bootstrapping. | CO3 | 6 |
| b. | Discover the right strategies in identifying the co-founders and hiring a team for your venture. | CO3 | 14 |
|  |  |  |  |  |
| 3. | a. | Explain in detail about the different entrepreneur styles and identify your style. | CO5 | 10 |
| b. | Explain the role of an entrepreneur in bringing about economic growth and balanced regional development of the country. Give examples to illustrate your answer. | CO5 | 10 |
| (OR) | | | | |
| 4. | a. | Differentiate between brand, product and branding. | CO3 | 10 |
| b. | Create your brand strategy and write your positioning statement. | CO3 | 10 |
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| 5. | a. | Briefly explain about the five levels of leadership. | CO5 | 10 |
| b. | Do you think it’s possible for anyone to become a “Level 5” leader? Elucidate your view point. | CO5 | 10 |
| (OR) | | | | |
| 6. | a. | List down the nine blocks of the business model. | CO3 | 6 |
| b. | Create your own business model using the Lean Canvas. | CO3 | 14 |
|  |  |  |  |  |
| 7. |  | Explain blue ocean strategy with examples. Discuss in detail on the strategies and steps you will take to adopt blue ocean strategy for you business idea. | CO3 | 20 |
| (OR) | | | | |
| 8. | a. | Explain the government assistance to the small scale industries and small business units. | CO4 | 10 |
| b. | What is an industrial estate? Explain briefly any four of its objectives. | CO4 | 10 |
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|  | | **Compulsory**: |  |  |
| 9. |  | Mention any two local/National/International Entrepreneurs. Explain in detail how he or she has leveraged the principle of Effectuation in their startup. | CO5 | 20 |