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



**End Semester Examination – Nov / Dec – 2019**

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

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | List down and discuss in brief about atleast 4 Entreprenerus who built up a startup or business by finding a problem worth solving. | CO1 | 20 |
| (OR) | | | | |
| 2. |  | Name the Thought Process that was suggested by Dr.Saras Saraswati after studying top unicorn Entreprenerus in the world. Mention the 5 common sense principles suggested by her and briefly explain the same. | CO1 | 20 |
|  |  |  |  |  |
| 3. |  | Discuss the 5 steps involved in Wadhwani Foundation Design thinking process in detail. | CO1 | 20 |
| (OR) | | | | |
| 4. |  | Prepare a Value Proposition Canvas for your startup plan with the following:  a) Customer gain  b) Customer pain  c) Customer jobs to be done  d) Product and services offered  e) Gain creators and Pain relievers. | CO1 | 20 |
|  |  |  |  |  |
| 5. |  | Mention your startup idea briefly and prepare a Blue Ocean Strategy based upon the below mentioned 4 Action framework for your startup idea:  a) Reduce c) Create  b) Eliminate d) Raise | CO2 | 20 |
| (OR) | | | | |
| 6. |  | Develop a Busines Model using Lean Canvas by Dr.Ash Mourya for your startup. | CO2 | 20 |
|  |  |  |  |  |
| 7. | a. | Mention atleast one Primary revenue stream strategy and two secondary revenue stream strategy for your startup. | CO2 | 10 |
|  | b. | Mention atleast 5 channel that you would use for your startup to reach your target customer segment. | CO2 | 10 |
| (OR) | | | | |
| 8. |  | List down atleast 5 tips to create an effective Positioning statement. | CO2 | 20 |
|  | |  |  |  |
|  | | **Compulsory**: |  |  |
| 9. |  | Mention briefly the procedure to be followed for different types of Licence Registrations mentioned as below:  a) PAN and TAN  b) GST  c) Trade License & Professional Tax | CO3 | 20 |