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



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

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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. |  | Classify the different ways in which the customers can be segmented. Explain each one with a suitable example for your startup. | CO3 | 20 |
| **(OR)** | | | | |
| 2. | a. | Classify the different entrepreneur styles and identify your style. | CO5 | 10 |
| b. | Elucidate with examples the role of an entrepreneur in bringing about economic growth and balanced regional development of our country. | CO5 | 10 |
|  |  |  |  |  |
| 3. |  | Outline any two national / international entrepreneurs and explain how he  or she has leveraged the principle of effectuation in their startup. | CO5 | 20 |
| **(OR)** | | | | |
| 4. |  | Elaborate blueocean strategy with examples. Discuss in detail on the strategies and steps you will take to adopt blue ocean strategy for your business idea. | CO5 | 20 |
|  |  |  |  |  |
| 5. | a. | Define design thinking. | CO5 | 5 |
| b. | Discover the right strategies in identifying the co-founders and hiring a team for your venture. | CO5 | 15 |
| **(OR)** | | | | |
| 6. | a. | List down the nine blocks of the business model. | CO5 | 5 |
| b. | Create your own business model using the Lean Canvas. | CO5 | 15 |
|  |  |  |  |  |
| 7. | a. | Interpret the five levels of leadership with examples. | CO5 | 10 |
| b. | Do you think it’s possible for anyone to become a “Level 5” leader? Elucidate your view point. | CO5 | 10 |
| **(OR)** | | | | |
| 8. | a. | Differentiate between brand, product and branding. | CO3 | 10 |
| b. | Create your brand strategy and write your positioning statement. | CO3 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Distinguish between creativity, invention and innovation. Identify  and analyse the sources of innovation. | CO5 | 10 |
| b. | Illustrate the various steps to be taken by an entrepreneur to start  a new venture. | CO5 | 10 |