

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR**  
(AUTONOMOUS)

**B.Tech. III Year I Semester Regular Examinations December-2025**

**ENTREPRENEURSHIP AND NEW VENTURE CREATION**

(Common To All)

**Time: 3 Hours**

**Max. Marks: 70**

**PART-A**

(Answer all the Questions 10 x 2 = 20 Marks)

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|---|---|---|-----|----|----|
| 1 | a | Define entrepreneurship.  | CO1 | L1 | 2M |
|   | b | What is the difference between an entrepreneur and an intrapreneur? | CO1 | L1 | 2M |
|   | c | What is a macro-problem in entrepreneurship?                        | CO2 | L1 | 2M |
|   | d | Explain the role of design thinking in problem identification.      | CO2 | L2 | 2M |
|   | e | What is a "Job-to-be-Done" (JTBD) in entrepreneurship?              | CO3 | L1 | 2M |
|   | f | How does prototyping help in solution design?                       | CO3 | L1 | 2M |
|   | g | List two types of business models.                                  | CO4 | L2 | 2M |
|   | h | What are the key components of a business plan?                     | CO4 | L1 | 2M |
|   | i | What factors determine a venture's scalability?                     | CO5 | L1 | 2M |
|   | j | How does funding vary across a startup's life cycle?                | CO5 | L1 | 2M |

**PART-B**

(Answer all Five Units 5 x 10 = 50 Marks)

**UNIT-I**

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|---|--|-----|----|-----|
| 2 | How can students build entrepreneurial skill sets while on campus? Provide practical examples. | CO1 | L4 | 10M |
|---|--|-----|----|-----|

**OR**

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|---|--|-----|----|-----|
| 3 | Explain how socioeconomic trends create opportunities for entrepreneurs. | CO1 | L2 | 10M |
|---|--|-----|----|-----|

**UNIT-II**

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|---|---|-----|----|-----|
| 4 | How do technological trends influence entrepreneurial opportunities? Give examples. | CO2 | L1 | 10M |
|---|---|-----|----|-----|

**OR**

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|---|---|-----|----|-----|
| 5 | Compare and contrast primary and secondary methods for customer research. | CO2 | L3 | 10M |
|---|---|-----|----|-----|

**UNIT-III**

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| 6 | Outline the steps for conducting a competitive analysis of a new product. | CO3 | L3 | 10M |
|---|---|-----|----|-----|

**OR**

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|---|---|---|-----|----|----|
| 7 | a | How does a strong value proposition differentiate a startup from competitors?               | CO3 | L1 | 5M |
|   | b | "Understanding customer needs is the foundation of solution design." Discuss with examples. | CO3 | L4 | 5M |

**UNIT-IV**

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|---|--|-----|----|-----|
| 8 | Why is "Build-Measure-Learn" iterative for startups? Provide a case example. | CO4 | L2 | 10M |
|---|--|-----|----|-----|

**OR**

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|---|--|-----|----|-----|
| 9 | Define unit economics and analyze its impact on scalability. | CO4 | L1 | 10M |
|---|--|-----|----|-----|

**UNIT-V**

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|----|--|-----|----|-----|
| 10 | Describe the key components of persuasive storytelling for investor pitches. | CO5 | L2 | 10M |
|----|--|-----|----|-----|

**OR**

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|----|---|--|-----|----|----|
| 11 | a | Map funding options (debt/equity/grants) to stages of the startup lifecycle.   | CO5 | L3 | 5M |
|    | b | A student – led startup has a good product but struggles to explain its story to investors. Suggest how persuasive storytelling can improve their pitch. | CO5 | L5 | 5M |

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