**Course Code:** 23HS0822 **R23**

# SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

(Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuramu) (Accredited by NBA for Civil, EEE, Mech., ECE & CSE

Accredited by NAAC with 'A+' Grade)

Puttur -517583, Tirupati District, A.P. (India)

## QUESTION BANK (DESCRIPTIVE)

**Subject with Code:** Entrepreneurship and New Venture Creation (23HS0822) **Regulation:** R23

**Year & Sem:** III-B.Tech & I-Sem **Course & Branch**: B.Tech – **COMMON TO ALL**

## UNIT –I

## Entrepreneurship Fundamentals and context

| | | | | |
|---|---|---|---|---|
| **1** | **a)** | Define entrepreneurship. | **[L1][CO1]** | **[2M]** |
| | **b)** | List two attributes of an entrepreneurial leader. | **[L4][CO1]** | **[2M]** |
| | **c)** | What is the difference between an entrepreneur and an intrapreneur? | **[L1][CO1]** | **[2M]** |
| | **d)** | Name tow role models in entrepreneurship. | **[L2][CO1]** | **[2M]** |
| | **e)** | What is meant by "entrepreneurial mindset"? | **[L5][CO1]** | **[2M]** |
| **2** | | Define entrepreneurship and explain its significance in economic development. | **[L1][CO1]** | **[10M]** |
| **3** | | Differentiate between entrepreneurial and intrapreneurial leadership with examples. | **[L3][CO1]** | **[10M]** |
| **4** | | List five key attributes of an entrepreneurial mindset and justify their importance. | **[L2][CO1]** | **[10M]** |
| **5** | | How can students build entrepreneurial skill sets while on campus? Provide practical examples. | **[L4][CO1]** | **[10M]** |
| **6** | | Analyze the role of entrepreneurial role models in inspiring new ventures. | **[L4][CO1]** | **[10M]** |
| **7** | | Explain how socioeconomic trends create opportunities for entrepreneurs. | **[L2][CO1]** | **[10M]** |
| **8** | | What is design thinking? Describe its stages in problem identification. | **[L1][CO1]** | **[10M]** |
| **9** | | How would you validate a problem statement with potential customers? Outline steps. | **[L2][CO1]** | **[10M]** |
| **10** | **a)** | Define customer segmentation and its relevance in the context of entrepreneurship. | **[L1][CO1]** | **[5M]** |
| | **b)** | As a student, design a small venture activity that could be started on your campus. | **[L2][CO1]** | **[5M]** |
| **11** | | Create a hypothetical customer persona for a tech startup and justify its components. | **[L6][CO1]** | **[10M]** |

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## UNIT –II

## Problem& Customer Identification

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|---|---|---|---|---|
| **1** | **a)** | What is a macro-problem in entrepreneurship? | **[L1][CO2]** | **[2M]** |
| | **b)** | How do technological trends create new opportunities? | **[L1][CO2]** | **[2M]** |
| | **c)** | Explain the role of design thinking in problem identification. | **[L2][CO2]** | **[2M]** |
| | **d)** | What is customer segmentation? | **[L1][CO2]** | **[2M]** |
| | **e)** | Define a customer persona. | **[L1][CO2]** | **[2M]** |
| **2** | | How do technological trends influence entrepreneurial opportunities? Give examples. | **[L1][CO2]** | **[10M]** |
| **3** | | Explain the macro-problem analysis framework for startups. | **[L2] [CO2]** | **[10M]** |
| **4** | | Describe how urbanization trends can lead to new business ideas. | **[L2] [CO2]** | **[10M]** |
| **5** | | Outline the steps to identify a problem using design thinking principles. | **[L3] [CO2]** | **[10M]** |
| **6** | | Why is customer validation critical in the early stages of a venture? | **[L2] [CO2]** | **[10M]** |
| **7** | | Compare and contrast primary and secondary methods for customer research. | **[L3] [CO2]** | **[10M]** |
| **8** | | What are customer personas? How do they aid in product development? | **[L1] [CO2]** | **[10M]** |
| **9** | **a)** | Illustrate how passion and problem identification intersect in entrepreneurship. | **[L4] [CO2]** | **[5M]** |
| | **b)** | Imagine you are launching a fintech startup. How would you segment your customer base? | **[L4] [CO2]** | **[5M]** |
| **10** | | Critically assess a failed startup’s problem identification approach. | **[L5] [CO2]** | **[10M]** |
| **11** | | Develop a survey questionnaire to validate a problem for an ed-tech venture. | **[L3] [CO2]** | **[10M]** |

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## UNIT –III

## Solution design, Prototyping & Opportunity Assessment and Sizing

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|---|---|---|---|---|
| **1** | **a)** | What is a "Job-to-be-Done" (JTBD) in entrepreneurship? | **[L1][CO3]** | **[2M]** |
| | **b)** | Define Minimum Viable Product (MVP). | **[L1][CO3]** | **[2M]** |
| | **c)** | How does prototyping help in solution design? | **[L1][CO3]** | **[2M]** |
| | **d)** | What is value proposition? | **[L1][CO3]** | **[2M]** |
| | **e)** | Why is competition analysis necessary? | **[L2][CO3]** | **[2M]** |
| **2** | | Define "Jobs-to-be-done" (JTBD) and explain its role in solution design. | **[L1][CO3]** | **10M** |
| **3** | **a)** | How does a strong value proposition differentiate a startup from competitors? | **[L1][CO3]** | **[5M]** |
| | **b)** | "Understanding customer needs is the foundation of solution design." Discss with an example. | **[L4][CO3]** | **[5M]** |
| **4** | | Describe the process of prototyping and its importance in lean startups. | **[L2][CO3]** | **[10M]** |
| **5** | | What is MVP? Provide an example and justify its features. | **[L1][CO3]** | **[10M]** |
| **6** | | Outline the steps to conduct a competition analysis for a new product. | **[L3][CO3]** | **[10M]** |
| **7** | | How would you assess the feasibility of a prototype? Mention key metrics. | **[L1][CO3]** | **[10M]** |
| **8** | | Explain market sizing techniques (TAM, SAM, SOM) with a hypothetical example. | **[L2][CO3]** | **[10M]** |
| **9** | | Critically evaluate the market position of a startup using Porter's Five Forces. | **[L5][CO3]** | **[10M]** |
| **10** | | How do you align customer needs with solution features? Use a case study. | **[L1][CO3]** | **[10M]** |
| **11** | | Design a lean canvas for a food-delivery startup and highlight the riskiest assumptions | **[L2][CO3]** | **[10M]** |

## UNIT-IV

## Business &Financial Model, Go –to-Market Plan

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|---|---|---|---|---|
| **1** | **a)** | What is lean canvas model? | **[L1][CO4]** | **[2M]** |
| | **b)** | List two types of business models. | **[L2][CO4]** | **[2M]** |
| | **c)** | Define "Build-Measure-Learn" in lean startup methodology. | **[L1][CO4]** | **[2M]** |
| | **d)** | What are the key components of a business plan? | **[L1][CO4]** | **[2M]** |
| | **e)** | Differentiate between fixed and variable costs. | **[L2][CO4]** | **[2M]** |
| **2** | | Compare traditional business models with lean startup methodologies. | **[L3][CO4]** | **[10M]** |
| **3** | | Why is "Build-Measure-Learn" iterative for startups? Provide a case example. | **[L2][CO4]** | **[10M]** |
| **4** | | List key components of a business plan and elaborate on the sales plan. | **[L2][CO4]** | **[10M]** |
| **5** | | Differentiate between fixed and variable costs with examples from startups. | [L3][CO4] | **[5M]** |
| **6** | | Explain the role of marketing and sales in creating a go-to-market strategy | [L5][CO4] | **[5M]** |
| **7** | | Prepare a simplified financial plan for a service-based startup (hypothetical data). | **[L3][CO4]** | **[10M]** |
| **8** | | Define unit economics and analyze its impact on scalability. | **[L1][CO4]** | **[10M]** |
| **9** | | Discuss the importance of digital presence for early-stage ventures. | **[L4][CO4]** | **[10M]** |
| **10** | | Identify three riskiest assumptions in a subscription-box business model. | **[L3][CO4]** | **[10M]** |
| **11** | | Explain the 9-block lean canvas model with an example. | **[L2][CO4]** | **[10M]** |

## UNIT –V

## Scale Outlook and Venture Pitch Readiness

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|---|---|---|---|---|
| **1** | **a)** | What factors determine a venture's scalability? | **[L1][CO4]** | **[2M]** |
| | **b)** | Define "Persuasive storytelling" in pitching. | **[L1][CO4]** | **[2M]** |
| | **c)** | List two key components of a business plan? | **[L2][CO4]** | **[2M]** |
| | **d)** | Differentiate between debt and equity funding. | **[L2][CO4]** | **[2M]** |
| | **e)** | How does funding vary across a startup's life cycle? | **[L1][CO4]** | **[2M]** |
| **2** | | What factors determine a startup's potential for scale? Explain with examples. | **[L1][CO5]** | **[10M]** |
| **3** | | How does aspiration differ from feasibility in scaling a venture? | **[L1][CO5]** | **[10M]** |
| **4** | | Describe the key components of persuasive storytelling for investor pitches. | **[L2][CO5]** | **[10M]** |
| **5** | | Outline the structure of an investor-ready pitch deck (mention 10 slides). | **[L3][CO5]** | **[10M]** |
| **6** | | Why is storytelling more effective than data-heavy presentations for fundraising? | **[L2][CO5]** | **[10M]** |
| **7** | | How would you tailor a pitch for angel investors versus venture capitalists? | **[L5][CO5]** | **[10M]** |
| **8** | | Critique a famous startup pitch (e.g., Airbnb/Uber) and highlight its strengths. | **[L4][CO5]** | **[10M]** |
| **9** | **a)** | Map funding options (debt/equity/grants) to stages of the startup lifecycle. | **[L3][CO5]** | **[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. | **[L5][CO5]** | **[5M]** |
| **10** | | Develop a mock elevator pitch (60 seconds) for a renewable energy startup. | **[L2][CO5]** | **[10M]** |
| **11** | | What post-pitch follow-up strategies would you recommend to founders? | **[L1][CO5]** | **[10M]** |

**Prepared by:**

**Dept. of MBA**