

Code: 23HS1501

III B.Tech - I Semester - Regular Examinations - NOVEMBER 2025**ENTREPRENEURSHIP DEVELOPMENT & VENTURE
CREATION****(Common for ALL Branches)****Duration: 3 hours****Max. Marks: 70**

Note: 1. This question paper contains two Parts A and B.

2. Part-A contains 10 short answer questions. Each Question carries 2 Marks.

3. Part-B contains 5 essay questions with an internal choice from each unit. Each Question carries 10 marks.

4. All parts of Question paper must be answered in one place.

BL – Blooms Level**CO – Course Outcome**

PART – A

		BL	CO
1.a)	Define entrepreneurship and explain its importance in venture creation.	L2	CO1
1.b)	Identify any four attributes or mindsets essential for entrepreneurial success.	L2	CO1
1.c)	Define problem–customer fit in the context of entrepreneurship.	L2	CO2
1.d)	Explain the role of design thinking in problem identification.	L2	CO2
1.e)	Explain the concept of “Minimum Viable Product” (MVP).	L2	CO3
1.f)	Differentiate between a prototype and a proof-of-concept.	L2	CO3
1.g)	Define the lean canvas model and state its purpose.	L2	CO4

1.h)	Explain the term “unit economics” in business planning.	L2	CO4
1.i)	Identify two key components of persuasive storytelling for a pitch.	L2	CO6
1.j)	Examine why understanding market potential is important before scaling a venture.	L2	CO5

PART – B

		BL	CO	Max. Marks
UNIT-I				
2	Differentiate between entrepreneurship and intrapreneurship. Why are both necessary in today’s global economy?	L2	CO1	10 M
OR				
3	How can academic institutions integrate entrepreneurial thinking across disciplines to create a culture of innovation?	L2	CO1	10 M
UNIT-II				
4	Describe how technological, socio-economic, and urbanization trends create new entrepreneurial opportunities.	L2	CO2	10 M
OR				
5	Critically explain the role of customer segmentation and customer persona creation in understanding market needs.	L3	CO2	10 M

UNIT-III				
6	Explain the concept of customer jobs-to-be-done and its role in designing entrepreneurial solutions.	L2	CO3	10 M
OR				
7	Analyze how competition analysis helps entrepreneurs assess relative market position for a new venture.	L4	CO3	10 M
UNIT-IV				
8	What are the key components of a business plan? Discuss the role of sales, people and financial plans in achieving business goals.	L2	CO4	10 M
OR				
9	Evaluate the interrelationship between business model design, financial planning, and go-to-market strategy in ensuring long-term entrepreneurial success.	L5	CO5	10 M
UNIT-V				
10	Discuss the structure and essential elements of an investor-ready pitch deck. Why is clarity and simplicity critical in pitch design?	L2	CO6	10 M
OR				
11	Assess the significance of venture pitch readiness in securing funding and accelerating entrepreneurial growth.	L3	CO6	10 M