



Paper ID : 250483

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**BTECH**  
**(SEM VI) THEORY EXAMINATION 2024-25**  
**IDEA TO BUSINESS MODEL**

**TIME: 3 HRS****M.MARKS: 100****Note:** Attempt all Sections. In case of any missing data; choose suitably.**SECTION A****1. Attempt all questions in brief.****2 x 10 = 20**

Q No.	Question	CO	Level
a.	Define entrepreneur.	3	K1
b.	List five sources of product ideas.	1	K1
c.	Define communication.	5	K1
d.	Differentiate between an entrepreneur and a manager.	2	K4
e.	Describe continuous/flow production system.	4	K1
f.	Describe Internal communication.	5	K1
g.	Define innovation.	1	K1
h.	Highlight differences between entrepreneurship and wage employment.	2	K2
i.	Highlight differences between an entrepreneur and a serial entrepreneur.	3	K2
j.	Describe significance of layout in designing production system.	4	K1

**SECTION B****2. Attempt any three of the following:****10 x 3 = 30**

Q No.	Question	CO	Level
a.	Explain the product adoption process.	1	K2
b.	Compare an entrepreneur and an intrapreneur.	3	K4
c.	Explain the external communication and describe various stakeholders an organization may communicate with.	5	K2, K1
d.	Distinguish between project and batch production system.	4	K2
e.	Describe three major barriers to entrepreneurship.	2	K1

**SECTION C****3. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Explain the role of entrepreneurship in the economic development of a country.	2	K2
b.	List various sources of idea generation. Explain any two from the list you have prepared.	1	K1, K2

**4. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Explain the purposes of communication.	5	K2
b.	Explain Fabian and Drone entrepreneurs with suitable examples.	3	K2



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**TIME: 3 HRS****M.MARKS: 100****5. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Describe the emergence of Entrepreneurial Development Programme (EDP) in India.	3	K1
b.	“Demand forecasting is the first step in production planning and control (PPC) and plays a crucial role in maintaining organizational profitability.” Justify this statement.	4	K5

**6. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	Compare the salient features of the batch production system with those of the line production system.	4	K4
b.	Describe the roles an entrepreneur plays in building an organization.	2	K1

**7. Attempt any one part of the following:****10 x 1 = 10**

Q No.	Question	CO	Level
a.	“Communication is the lifeblood of any business entity. No business can develop in the absence of effective communication with various stakeholders.” Justify this statement.	5	K5
b.	Explain the parameters for selecting a new product idea.	1	K2