

B. M. S. College of Engineering, Bengaluru - 560019

Autonomous Institute Affiliated to VTU

September / October 2023 Supplementary Examinations

Programme: B.E.

Branch: Biotechnology

Course Code: 19BT5HSENP

Course: Entrepreneurship

Semester: V

Duration: 3 hrs.

Max Marks: 100

Date: 25.09.2023

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

UNIT - I

1. a) Consider that you have been working for an organisation for past 10 years. You are planning on a business idea since two years and have decided to quit job and start your own business. Why would you choose to be an “entrepreneur” instead of being an “employee”? Describe the stages of entrepreneurship. **10**
- b) What is the role of women entrepreneurs in economic development? Discuss the work of any one of the Indian Women entrepreneur. **10**

OR

2. a) Steve Jobs and his friend Steve Wozniak were self-taught engineers who created one of the most popular, revolutionary, technology brand, “Apple”. Steve Jobs was not the first person to have an idea to create a user-friendly computer, and he was not the first person to come up with an idea about music players or smartphones, but he was the first person to implement them. He covered potential ideas and then implemented them in ways that no one had ever dreamed of before. Apple products, whether they be a computer, laptop, iPod, iPhone, iTunes, or otherwise, are featured everywhere. Not only Apple products are of high quality technological items, but the company also has superior branding and a strong company image making them, one of the most popular and easily recognizable brands in the world.
From this example, identify and explain the attributes of Steve Jobs that helped him to be successful as an entrepreneur. **12**
- b) Differentiate between intrapreneur and entrepreneur. **08**

UNIT - II

3. a) Describe the important steps of market analysis for launching new product. **10**
- b) Explain the importance of PEST analysis in business development. Elaborate on the components of it. **10**

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

UNIT - III

4. a) Highlight and explain the role of team building in entrepreneurship development. **08**
- b) What is business model? Develop the business plan for a food processing industry. **12**

UNIT - IV

5. a) Consider you donated to a crowdfunded project through their official site. What do you see as the risks and rewards of this approach? What kinds of projects do you feel are best suited for crowdfunding? Why? **12**
- b) Why the entrepreneurs should be aware of the new technologies? Explain. **08**

UNIT - V

6. a) What do you mean by Small-Scale industry? List the characteristics of Small-scale industries. **10**
- b) BBE soaps and detergents company is looking for a land to set up a new factory in Mysore. The company has submitted the required documents to KIADB. What is KIADB? Give the details of the documents required by BBE company to submit to KIADB. Explain in detail, what will be the steps taken by KIADB before it approves land to the company. **10**

OR

7. a) Discuss the support provided by NSIC to small scale industries. **10**
- b) "SIDO is a nodal agency for identifying the needs of SSI units coordinating and monitoring the policies and programmes for promotion of the small industries." Justify the statement by discussing what is SIDO and its various activities. **10**
