PVP 23

Code: 23HS1501

III B.Tech I Semester - Supplementary Examinations - APRIL 2026

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.

PART – A

1.a)	Differentiate between entrepreneurship and business.
1.b)	Discuss ways how students can build entrepreneurial skill sets and networks while on campus.
1.c)	Identify any two socio-economic trends that can create new business opportunities.
1.d)	Differentiate between customer segmentation and customer persona.
1.e)	Define the term “problem–solution fit” in the context of entrepreneurship.
1.f)	Identify two key features of a strong value proposition.
1.g)	Identify two components of a business plan.
1.h)	Differentiate between debt funding and equity funding.
1.i)	Define the term “scale outlook” in the context of a venture.
1.j)	Explain the purpose of an investor-ready pitch deck.

PART – B

		Max. Marks
	UNIT-I	
2	Define entrepreneurship and explain its meaning and concept in the context of venture creation and innovation.	10 M
	OR	
3	Assess the role of peer groups, student clubs and informal networks in fostering entrepreneurial skills and attributes on campus.	10 M
	UNIT-II	
4	Apply design thinking principles to illustrate how entrepreneurs can identify and define customer problems.	10 M
	OR	
5	Examine the importance of iterating problem–customer fit. How does iteration improve entrepreneurial success?	10 M
	UNIT-III	
6	Discuss the importance of achieving problem–solution fit through an iterative approach.	10 M
	OR	
7	What is a Minimum Viable Product (MVP) and how does it help entrepreneurs in testing and refining their solutions?	10 M

	UNIT-IV	
8	Discuss the lean approach and the role of the 9-block lean canvas model in structuring a startup's business model.	10 M
	OR	
9	Differentiate between fixed costs and variable costs. How do these costs influence financial planning for profitability?	10 M
	UNIT-V	
10	Analyze how effective storytelling can enhance an entrepreneur's ability to attract customers, partners and investors.	10 M
	OR	
11	Evaluate the challenges entrepreneurs face in presenting a scalable outlook during investor pitches.	10 M