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B.TECH
(SEM VI) THEORY EXAMINATION 2022-23
IDEA TO BUSINESS MODEL

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

- 1. Attempt all questions in brief. 2 x 10 = 20**
- Define Product innovation.
 - What are Creative and Design Thinking?
 - Define risk taking?
 - Define planning.
 - What is new product idea?
 - What is business model?
 - Define resilience.
 - What is Prototyping?
 - Define enterprise.
 - What is meant planning?

SECTION B

- 2. Attempt any three of the following: 10x3=30**
- How to develop Product idea? How do you know if your new product idea has potential?
 - What do you mean by Entrepreneur? Explain the good qualities of a successful entrepreneur.
 - What is meant by Entrepreneurial development programme? Explain the process of Entrepreneurial development programme.
 - What is Production, planning and control? Explain the steps of Production, planning and control.
 - What is effective Communication? What are the communication barriers and how to overcome them?

SECTION C

- 3. Attempt any one part of the following: 10x1=10**
- Why is product innovation and why is it important?
 - Differentiate between an entrepreneur and a manager.

4. Attempt any *one* part of the following: 10x1=10

- a. What are the various types of entrepreneurs? Discuss
- b. Difference between entrepreneurship and wage employment.

5. Attempt any *one* part of the following: 10x1=10

- a. What do you mean by Production system? Discuss the different types of production system explain.
- b. Explain the role of entrepreneurship in economic development.

6. Attempt any *one* part of the following: 10x1=10

- a. What is meant by production system design? What are the steps in production system design?
- b. What is entrepreneurship development training? What is the importance of entrepreneurship development training?

7. Attempt any *one* part of the following: 10x1=10

- a. What is personal selling? What are examples of personal selling?
- b. What does by negotiating mean? What is the purpose of negotiation?