

DR. BABASAHEB AMBEDKAR TECHNOLOGICAL UNIVERSITY, LONERE

Bachelor of Technology (Electrical Engineering) SEMESTER - 3 Winter 2025 (Regular)

Course :Bachelor of Technology (Electrical Engineering) Branch : Engineering and Technology

Semester : SEMESTER - 3

Subject Code & Name: 25AF1000HM307B - INNOVATION AND ENTREPRENEURSHIP

Time : 3 Hours]

[Total Marks : 60

Instructions to the Students:

1. Each question carries 12 marks.
2. Question No. 1 will be compulsory and include objective-type questions.
3. Candidates are required to attempt any four questions from Question No. 2 to Question No.6
4. Use of non-programmable scientific calculators is allowed.
5. Assume suitable data wherever necessary and mention it clearly.

- Q1. Objective type questions. (Compulsory Question) 12
- 1 Entrepreneurship is best defined as the process of:
 - A) Managing existing resources efficiently
 - B) Identifying opportunities and creating value through innovation
 - C) Maximizing profits without risk
 - D) Expanding only family-owned businesses
 - 2 Which of the following best describes an *entrepreneurial mindset*?
 - A) Preference for job security
 - B) Risk avoidance behavior
 - C) Opportunity recognition and resilience
 - D) Strict adherence to rules
 - 3 An *intrapreneur* is a person who:
 - A) Starts a new business independently
 - B) Invests in startups
 - C) Innovates within an existing organization
 - D) Works as a freelancer
 - 4 Entrepreneurial role models contribute to economic development mainly by:
 - A) Reducing market competition
 - B) Creating employment and innovation
 - C) Increasing imports
 - D) Eliminating small businesses
 - 5 Design Thinking primarily focuses on:
 - A) Technology-first solutions
 - B) Cost minimization
 - C) Human-centered problem solving
 - D) Rapid automation
 - 6 The phrase "*Get out of the Building*" emphasizes:
 - A) Office expansion
 - B) Customer validation in real environments
 - C) Legal compliance
 - D) Financial auditing
 - 7 Customer persona represents:
 - A) Financial projections
 - B) Ideal customer profile based on research
 - C) Competitor strategy
 - D) Market size estimation

- 8 A Minimum Viable Product (MVP) is best described as:
- Final version of the product
 - Prototype with maximum features
 - Simplest version to test assumptions
 - Marketing campaign
- 9 Prototyping helps entrepreneurs mainly to:
- Reduce customer interaction
 - Validate ideas quickly and cheaply
 - Secure funding immediately
 - Increase operational costs
- 10 Proof-of-Concept (PoC) testing is done to verify:
- Market size
 - Technical and functional feasibility
 - Legal compliance
 - Brand identity
- 11 Market sizing helps entrepreneurs to understand:
- Customer emotions
 - Scalability and revenue potential
 - Operational risk
 - Employee productivity
- 12 Unit economics primarily helps in understanding:
- Brand value
 - Profitability per unit/customer
 - Employee cost
 - Market share
- Q2. Solve the following.
- Define entrepreneurship. Explain any two attributes of an entrepreneurial mindset. 6
 - Differentiate between entrepreneurship and intrapreneurship. 6
- Q3. Solve the following.
- Explain the steps involved in Design Thinking for identifying and defining a problem. 6
 - Discuss the importance of customer validation and explain the concept of “Get Out of the Building” approach. 6
- Q4. Solve Any Two of the following.
- Explain the concept of Jobs-to-be-Done (JTBD). 6
 - What is a Minimum Viable Product (MVP)? State its benefits. 6
 - Explain the process of solution design based on customer needs and value proposition. 6
- Q5. Solve Any Two of the following.
- Explain the methods used for market sizing (TAM, SAM, SOM) with suitable examples. 6
 - Discuss how competitive analysis helps in assessing the market position of a new venture. 6
 - What is meant by scalability of a business? 6
- Q6. Solve Any Two of the following.
- Explain the 9-block Lean Canvas model with a suitable example. 6
 - What is a business model? Name any four components of the Lean Canvas. 6
 - Discuss the components of a business plan, emphasizing financial planning. 6

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