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**BTECH**  
**(SEM VI) THEORY EXAMINATION 2021-22**  
**IDEA TO BUSINESS MODEL**

**Time: 3 Hours****Total Marks: 100****Note :** Attempt all Sections. If require any missing data; then choose suitably**SECTION A****1. Attempt all questions in brief.****2x10 = 20**

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|---|-----|
| a. Define enterprise.                             | CO1 |
| b. What do you understand by modal? Explain.      | CO1 |
| c. What do you mean by Entrepreneurship? Explain. | CO2 |
| d. Define EDP.                                    | CO2 |
| e. What is a product? Explain.                    | CO3 |
| f. Define creativity.                             | CO3 |
| g. How will you define risk? Explain.             | CO4 |
| h. What do you mean by personnel selling?         | CO4 |
| i. Define idea.                                   | CO5 |
| j. What do you mean by business?                  | CO5 |

**SECTION B****2. Attempt any three of the following:****10x3 = 30**

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|---|-----|
| a. How to choose a product idea? Explain. Also discuss about the product innovation.    | CO1 |
| b. Discuss the difference between entrepreneurship and wage employment with an example. | CO2 |
| c. What are the Competencies required to become an entrepreneur? Discuss in detail.     | CO3 |
| d. Write a note the sustainability of the business enterprise.                          | CO4 |
| e. Discuss the importance of communication system in building a business model.         | CO5 |

**SECTION C****3. Attempt any one of the following:****10x1 = 10**

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| a. Discuss the production planning and development strategies in detail. | CO1 |
| b. Write a note on a new product idea with the help of an example.       | CO1 |

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

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|---|-----|
| a. What are the various functions of an entrepreneur? Discuss.          | CO2 |
| b. Describe various challenges to entrepreneurship with proper example. | CO2 |

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

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|--|-----|
| a. What do you understand by the process and evaluation of EDP? Discuss. | CO3 |
| b. Write a note on creative and design thinking with suitable example.   | CO3 |

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

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|--|-----|
| a. What do you mean by production system? Discuss various types of production systems? | CO4 |
| b. Discuss the various steps of production planning and control.                       | CO4 |

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

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|---|-----|
| a. What are the various challenges in communication? Discuss with an example. | CO5 |
| b. Write a detailed note on personal selling.                                 | CO5 |