

TED (21) 6001
(Revision–2021)

Reg.No.....
Signature.....

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE, APRIL–2024**

ENTREPRENEURSHIP AND STARTUP

[Maximum Marks: 75]

[Time: 3Hours]

PART-A

I. Answer all the following questions in one word or one sentence. Each question carries 'one' mark.

(9x1=9Marks)

Module Outcome Cognitive level

| | | | |
|----|---|-------|---|
| 1. | Define Innovation | M1.01 | R |
| 2. | Expand IEDC | M1.07 | R |
| 3. | List any 2 Pillars of Industry 4.0 | M2.02 | R |
| 4. | What do you mean by a social entrepreneur | M2.03 | R |
| 5. | What is the full form of ODOI | M2.07 | R |
| 6. | List out type of enterprises based on ownership | M3.01 | R |
| 7. | What is seed funding | M3.04 | R |
| 8. | Define pitch deck | M4.01 | R |
| 9. | What is product validation | M4.05 | R |

PART-B

II. Answer any eight questions from the following. Each question carries 'three' marks.

(8 x 3= 24 Marks)

Module Outcome Cognitive level

| | | | |
|-----|---|-------|---|
| 1. | Compare a Manager to Entrepreneur. | M1.02 | U |
| 2. | Differentiate between B2B & B2C Business models | M1.03 | U |
| 3. | Reasons for Success and Failure of Technology Companies in Silicon Valley | M1.05 | U |
| 4. | List out Mahatma Gandhi's 7 Social Sins | M2.01 | R |
| 5. | What are the Marketing strategy methods | M2.06 | U |
| 6. | What do you mean by a business model canvas | M2.07 | U |
| 7. | Describe the Job Titles and Job Roles in a Startup | M3.03 | U |
| 8. | List out united nations sustainable development goals | M3.07 | U |
| 9. | Describe business exit strategy | M4.02 | R |
| 10. | What is FFS approach | M4.07 | R |

PART-C

Answer all questions. Each question carries 'seven' marks

(6x7=42Marks)

Module Outcome Cognitive level

| | | | |
|-------|--|-------|---|
| III. | Describe Kerala Startup Mission and its functions OR | M1.07 | U |
| IV. | Explain Traits of an Entrepreneur | M1.01 | R |
| V. | Illustrate the steps in Problem Identification OR | M2.01 | U |
| VI. | Describe Design Thinking. Explain Stages in Design Thinking | M2.04 | U |
| VII | Classify the Organization Structure of Startup | M3.03 | R |
| VIII. | OR Explain investors pitching and its components | M3.06 | U |
| IX. | Explain different startup funding options OR | M3.04 | U |
| X. | Describe the procedure for patent registration in India | M3.05 | U |
| XI. | Explain industry 4.0 and its 9 pillars OR | M2.04 | U |
| XII. | Explain a) IEDC b) KITZ c) Fab lab | M2.04 | A |
| XIII. | Illustrate different type of business exit strategies OR | M4.02 | R |
| XIV. | Illustrate different strategies in product validation | M4.05 | U |