

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE, NOVEMBER – 2024
ENTREPRENEURSHIP AND STARTUP**

[Maximum Marks: 75]

[Time: 3 Hours]

PART-A

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

(9 x 1 = 9 Marks)

		Module Outcome	Cognitive level
1.	Name any two successful startups in Kerala	M1.05	R
2.	Name any two e commerce platforms	M1.04	R
3.	Who is an intrapreneur?	M1.02	U
4.	What is a dark factory?	M2.02	U
5.	What is full form of ODOP	M2.06	U
6.	What is the job role of chief technology officer?	M3.03	U
7.	What is full form of MSME?	M3.01	U
8.	What is fail fast approach?	M4.07	U
9.	What is succession planning?	M4.04	U

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.	What do you mean by fablab?	M1.04	U
2.	What are the benefits of joining an incubator?	M1.04	U
3.	What do you mean by accelerator ?	M1.04	U
4.	What do you mean by urban entrepreneurship?	M1.03	U
5.	Name any 3 technology based product/service	M2.02	R
6.	What is industry4.0?	M2.02	U
7.	What is ODOP? What are its benefits?	M2.03	U
8.	Write about innovation grant from KSUM	M3.05	R
9.	What are the types of intellectual property?	M3.07	U
10.	What is product validation?	M4.05	U

PART-C

Answer all questions. Each question carries 'seven' marks

(6 x 7 = 42 Marks)

		Module Outcome	Cognitive level
III.	Explain about the traits of an entrepreneur OR	M1.02	U
IV.	What are the motivating factors of women entrepreneur	M1.03	U
V.	Write about the problems faced by women entrepreneurs OR	M1.03	U
VI.	Compare entrepreneur with manager	M1.02	U
VII.	List pillars of industry4.0 OR	M2.02	U
VIII.	Explain Social Entrepreneurial Initiative	M2.03	U
IX.	What are Mahatma Gandhi's list of Social sins OR	M2.03	R
X.	Define and List the stages in design thinking	M2.04	R
XI.	Explain types of business ownership OR	M3.02	R
XII.	Explain Startup Funding Options	M3.04	U
XIII.	What is business harvesting? Explain business harvesting options OR	M4.04	U
XIV.	List Strategies for Validating Idea/Product	M4.05	U
