

TED (21) 6001

Reg.No.....

(Revision–2021)

Signature.....

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/  
MANAGEMENT/COMMERCIAL PRACTICE, NOVEMBER2025**

**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.**

(9x1=9Marks)

Module Outcome Cognitive level

1.	Expand IEDC.	M1.07	R
2.	Who is an intrapreneur?	M1.02	R
3.	Define innovation.	M1.01	R
4.	What is dark factory?	M2.02	U
5.	What do you mean by target audience?	M2.05	U
6.	What is boot strapping?	M3.04	U
7.	What is seed funding?	M3.04	U
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.	Differentiate B2B and B2C business models. Give examples	M1.03	U
2.	Write down the reasons for success and failure of technology companies in silicon valley.	M1.05	U
3.	Differentiate entrepreneurs and managers.	M1.02	U
4.	What are technology based products and services? Give examples	M2.02	A
5.	List any six pillars of industry 4.0.	M2.02	U
6.	Describe any two job roles and job titles in a startup.	M3.03	U
7.	List out any six United Nation’s sustainable development goals.	M3.07	U
8.	Explain any three key components of investor pitching?	M3.06	U
9.	Describe any three business harvesting options.	M4.04	U
10.	What is the Fail Fast or Succeed (FFS) approach?	M4.07	R

**PART-C**

**Answer all questions. Each question carries 'seven' marks**

**(6x7=42Marks)**

Module Outcome Cognitive level

III.	What is women entrepreneurship? Explain the motivating factors and problems faced by women entrepreneurs. <b>OR</b>	M1.02	U
IV.	Explain the required traits of an entrepreneur.	M1.01	R
V.	What is design thinking process? Explain the different stages of design thinking for product development. <b>OR</b>	M2.03	A
VI.	Explain the components of business model canvas with a neat diagram.	M2.07	A
VII.	What is marketing strategy approach and how to create a marketing strategy? <b>OR</b>	M2.06	U
VIII.	What are Mahatma Gandhi's list of social sins?	M2.01	R
IX.	Explain any three organizational structure of a startup. <b>OR</b>	M3.06	U
X.	Describe the procedure for patent registration in India.	M3.05	U
XI.	Explain the various types of business ownership structures. <b>OR</b>	M3.05	U
XII.	Explain different startup funding options.	M3.04	U
XIII.	Explain the common business exit strategies for entrepreneurs? <b>OR</b>	M4.02	U
XIV.	What are the different phases in succession planning?	M4.02	U