

Code No: R20A0337

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

(Autonomous Institution – UGC, Govt. of India)

IV B.Tech II Semester Regular/Supplementary Examinations, April 2025**Innovation, Start-up & Entrepreneurship****(Common to all branches)**

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Time: 3 hours**Max. Marks: 70**

Note: This question paper Consists of 5 Sections. Answer **FIVE** Questions, Choosing ONE Question from each SECTION and each Question carries 14 marks.

			<u>SECTION-I</u>	BCLL	CO(s)	Marks
1	<i>A</i>	Define innovation and explain the differences between incremental and radical innovation.		L2	CO-I	[7M]
	<i>B</i>	Discuss inbound and outbound ideation methods and mention their significance.		L2	CO-I	[7M]
		OR				
2	<i>A</i>	Define Entrepreneurship and explain the role of entrepreneurship in economic development.		L2	CO-I	[7M]
	<i>B</i>	Discuss the common characteristics of an entrepreneur.		L2	CO-I	[7M]
		<u>SECTION-II</u>				
3	<i>A</i>	Explain the concept of entrepreneurial stress and its impact on business success		L2	CO-II	[7M]
	<i>B</i>	Discuss the various sources of entrepreneurial motivation.		L2	CO-II	[7M]
		OR				
4	<i>A</i>	Describe the steps in the entrepreneurial decision-making process.		L2	CO-II	[7M]
	<i>B</i>	How do innovation, imagination, and creativity contribute to entrepreneurship		L2	CO-II	[7M]
		<u>SECTION-III</u>				
5	<i>A</i>	What are the key elements of a business plan? Explain their importance.		L2	CO-III	[7M]
	<i>B</i>	Discuss the significance of market research in business planning.		L2	CO-III	[7M]
		OR				
6	<i>A</i>	Enumerate the financial and technical feasibility aspects to be analysed by start ups.		L2	CO-III	[7M]
	<i>B</i>	Explain the process of idea pitching and its role in fundraising.		L2	CO-III	[7M]
		<u>SECTION-IV</u>				
7	<i>A</i>	Describe the key legal requirements for registering a start-up.		L2	CO-IV	[7M]
	<i>B</i>	Discuss the role of intellectual property rights (IPR) in entrepreneurship		L2	CO-IV	[7M]

OR

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| 8 | A | Explain working capital management and its importance in start-ups. | L2 | CO-IV | [7M] |
| | B | Discuss the concept of breakeven analysis with a break even chart. | L2 | CO-IV | [7M] |

SECTION-V

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| 9 | A | Describe the growth and development stages of a start-up. | L2 | CO-V | [7M] |
| | B | Explain the benefits of equity financing for new businesses. | L2 | CO-V | [7M] |

OR

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| 10 | A | Discuss government initiatives in India for promoting start-ups. | L2 | CO-V | [7M] |
| | B | Explain the concept of business incubation and its benefits for start ups. | L2 | CO-V | [7M] |
