

**B.TECH  
(SEM VI) THEORY EXAMINATION 2022-23  
IDEA TO BUSINESS MODEL**

Time: 3 Hours

Total Marks: 100

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt *all* questions in brief. 2 x 10 = 20
- a. Define Product innovation.
  - b. What are Creative and Design Thinking?
  - c. Define risk taking?
  - d. Define planning.
  - e. What is new product idea?
  - f. What is business model?
  - g. Define resilience.
  - h. What is Prototyping?
  - i. Define enterprise.
  - j. What is meant planning?

**SECTION B**

2. Attempt any *three* of the following: 10x3=30
- a. How to develop Product idea? How do you know if your new product idea has potential?
  - b. What do you mean by Entrepreneur? Explain the good qualities of a successful entrepreneur.
  - c. What is meant by Entrepreneurial development programme? Explain the process of Entrepreneurial development programme.
  - d. What is Production, planning and control? Explain the steps of Production, planning and control.
  - e. What is effective Communication? What are the communication barriers and how to overcome them?

**SECTION C**

3. Attempt any *one* part of the following: 10x1=10
- a. Why is product innovation and why is it important?
  - b. Differentiate between an entrepreneur and a manager.

4. **Attempt any *one* part of the following:** **10x1=10**
- a. What are the various types of entrepreneurs? Discuss
  - b. Difference between entrepreneurship and wage employment.
5. **Attempt any *one* part of the following:** **10x1=10**
- a. What do you mean by Production system? Discuss the different types of production system explain.
  - b. Explain the role of entrepreneurship in economic development.
6. **Attempt any *one* part of the following:** **10x1=10**
- a. What is meant by production system design? What are the steps in production system design?
  - b. What is entrepreneurship development training? What is the importance of entrepreneurship development training?
7. **Attempt any *one* part of the following:** **10x1=10**
- a. What is personal selling? What are examples of personal selling?
  - b. What does by negotiating mean? What is the purpose of negotiation?

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