



PAPER ID-410148

Printed Page: 1 of 2  
Subject Code: KOE060

Roll No:

BTECH  
(SEM VI) THEORY EXAMINATION 2023-24  
IDEA TO BUSINESS MODEL

TIME: 3 HRS

M.MARKS: 100

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

1. Attempt *all* questions in brief.

a	Describe the challenge associated with finding a good business idea.	2
b.	Define "incremental product innovation"	2
c.	State the advantages of being an entrepreneur compared to wage employment.	2
d.	Identify barriers that hinder someone from starting a business.	2
e.	Name one type of entrepreneur and describe their primary focus.	2
f.	Describe the ways creative thinking helps entrepreneurs develop new products or services.	2
g.	Identify the first step in the production planning and control process.	2
h.	Describe the main function of Production Planning and Control (PPC)	2
i.	Explore the benefits of having an effective communication system in a business.	2
j.	Describe the importance of effective listening in business communication.	2

## SECTION B

2. Attempt any *three* of the following:

a.	Explain the key factors you would consider when selecting a product idea to pursue. How can you assess the market potential and viability of a new product concept?	10
b.	Discuss the key characteristics of an entrepreneur and provide examples of successful entrepreneurs and their contributions.	10
c.	Define and differentiate between various types of entrepreneurs.	10
d.	Describe the different types of production systems and discuss its characteristics, advantages, disadvantages, and suitable applications	10
e.	How does risk-taking and resilience contribute to effective communication in a business context.	10

## SECTION C

3. Attempt any *one* part of the following:

a.	Product innovation is essential for business success. Discuss different types of product innovation, such as incremental vs. radical innovation. Provide examples of each type.	10
b.	Outline the key steps involved in the production, planning, and development strategy for a new product idea. Consider aspects like research and development, prototyping, and cost analysis.	10

4. Attempt any *one* part of the following:

a.	Compare and contrast the roles of an entrepreneur and a manager for their responsibilities, decision-making styles, and skillsets.	10
b.	Discuss how entrepreneurs can contribute to the development of new industries and technologies.	10

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5. Attempt any *one* part of the following:

a.	Discuss specific tools or techniques associated with creative and design thinking that entrepreneurs can utilize.	10
b.	How do EDPs contribute to developing the skills and knowledge of aspiring entrepreneurs?	10

6. Attempt any *one* part of the following:

a.	Discuss the different forecasting techniques (qualitative and quantitative) and their suitability for different production scenarios.	10
b.	Explain the role of material requirements planning (MRP) and capacity requirements planning (CRP) in the PPC process.	10

7. Attempt any *one* part of the following:

a.	How does effective verbal communication contribute to personal and professional success?	10
b.	What is the significance of personal selling in the marketing process?	10

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