

Assignments

Subject: Principles of Entrepreneurship Mindset

Paper Code: AIDS 311 / AIML 311

Course: B. Tech. (AIDS / AIML)

Semester: 5th

Assignment: 1

1. What do you understand by the term, 'Entrepreneurship'? Explain the types of entrepreneurship.
2. What is social entrepreneurship? How is social entrepreneurship different from conventional entrepreneurship?
3. What is innovation? Explain the role of technology in innovation.
4. What are the tools and techniques for idea generation in business?
5. Discuss the characteristics of an entrepreneur.

Assignment: 2

1. What do you understand by the concept, 'Business Model Canvas'? Explain its nine building blocks.
2. What is 'Customer Segment' in 'Business Model Canvas'?
3. What is the difference between customer acquisition and customer retention with respect to customer relationships in 'Business Model Canvas'?

4. “If customers comprise the heart of a business model, Revenue streams are its arteries.” Explain.
5. Prepare a business model canvas of a problem statement.

Assignment: 3

1. What do you understand by the term, ‘P&L’, in finance and marketing?
2. How is working capital different from venture capital? Explain.
3. What is ‘Break-even Analysis’? Explain its significance from the perspective of finance and marketing.
4. Why it is important to understand customers’ requirements? Shed light on customer profiling and segmentation in this regard.
5. What is marketing strategy? Explain the 4 Ps of marketing.

Assignment: 4

1. What is a business model? Suggest some types of business models.
2. What is business planning? What are the steps involved in the process of business planning?
3. ‘Customer needs, design and survey are an integral part of a business plan’. Justify.
4. ‘Presentation of business plan is as important as its outline and preparation’. Explain.
5. What is the process of incorporating a new company in India? Map the business plan in this regard.