

# **Question Bank**

**Subject: Principles of Entrepreneurship Mindset**

**Paper Code: AIDS 311 / AIML 311**

**Course: B. Tech. (AIDS / AIML)**

**Semester: 5<sup>th</sup>**

1. What do you understand by the term, 'Entrepreneurship'?
2. Who is an entrepreneur? Highlight some characteristics of an entrepreneur.
3. Shed light on the assertion, 'Entrepreneurs are innovative, visionary and risk-takers'.
4. Explain the types of entrepreneurship.
5. What is innovation? Explain the role of technology in innovation.
6. Discuss some strategies to identify the business opportunities.
7. What are the tools and techniques for idea generation in business?
8. Explain the term, 'Social Entrepreneurship'.
9. How is conventional entrepreneurship different from social entrepreneurship?
10. Discuss any two case studies of startups highlighting the implemented business strategies.
11. What do you understand by the concept, 'Business Model Canvas'?
12. Explain the nine building blocks of 'Business Model Canvas'.
13. What is 'Customer Segment' in 'Business Model Canvas'?
14. Enlist some elements that can contribute to customer value creation.
15. Shed light on the purpose served by channels in 'Business Model Canvas'.

16. What is the difference between customer acquisition and customer retention with respect to customer relationships in 'Business Model Canvas'?
17. "If customers comprise the heart of a business model, Revenue streams are its arteries." Explain.
18. Discuss types and functions of Key Resources and Key Activities from the perspective of Business Model Canvas.
19. Suggest some types of partnerships while hinting at Key Partnerships in 'Business Model Canvas'.
20. Prepare a business model canvas of a problem statement.
21. What do you understand by the term, 'P&L', in finance and marketing?
22. Discuss the significance of balance sheet and cash flow.
23. What is CAGR? What is its purpose?
24. What is the role of NPV in finance and marketing?
25. State the difference between angle funding and debt funding.
26. Explain the role of venture capital in marketing and finance.
27. How is working capital different from venture capital?
28. What is 'Break-even Analysis'? Explain its significance from the perspective of finance and marketing.
29. Why it is important to understand customers' requirements? Shed light on customer profiling and segmentation in this regard.
30. What is marketing strategy? Explain the 4 Ps of marketing.
31. What is a business model? Suggest some types of business models.
32. What is business planning? What are the steps involved in the process of business planning?
33. Prepare a business plan of a problem statement.

34. Illustrate the significance of 'Business Model Canvas' in creating a business plan.
35. 'Customer needs, design and survey are an integral part of a business plan'. Justify.
36. 'Presentation of business plan is as important as its outline and preparation'. Explain.
37. Suggest some basic requisites to start a startup.
38. What is the process of incorporating a new company in India? Map the business plan in this regard.
39. What is the difference between an entrepreneur and entrepreneurship?
40. Discuss the role of purpose, structure and content in the process of business planning.