

Reg No :

Name :

**MAR ATHANASIUS COLLEGE OF ENGINEERING, KOTHAMANGALAM**

(Govt. Aided Autonomous Institution)

Fourth Semester B.Tech. Computer Science and Engineering Degree Examination, May, 2026

Course Code: B24HU2T03

Course Name: ENTREPRENEURSHIP AND SOFTWARE MANAGEMENT SYSTEMS

Max. Marks: 100

Duration:3 Hours

PART - A: 30 Marks (10 Qns x 3 Marks)**Answer all questions**

1. Mention three benefits of using tools like Canvanizer or Miro in innovation planning.
2. What is the purpose of a startup pitch?
3. What is the role of UI/UX prototyping tools during requirement specification?
4. What is the role of GitLab in continuous software integration and delivery?
5. What is daily stand-up meeting? State its purpose.
6. What is Kanban? State its key principles.
7. What is Planning Poker? How does it help in estimation?
8. What is the purpose of Sprint Review and Sprint Retrospective meetings?
9. What is Scrum Poker and how is it used in effort estimation?
10. Explain how Xray for Jira supports Agile testing.

PART - B: 70 Marks (5 Qns x 14 Marks)**Answer any One full question from each module.****Module 1**

11. Discuss how integrating HubSpot, Marketo, Google Analytics, Hotjar, and IBM Watson helps startups achieve competitive advantage through intelligent marketing decisions.

OR

12. (a) Describe the importance of adaptability and risk-taking in entrepreneurial thinking. (7 Marks)
- (b) Illustrate how entrepreneurial mindset contributes to long-term business sustainability. (7 Marks)

Module 2

13. (a) Explain the importance of software validation in ensuring that the developed system meets user requirements. Discuss how Cypress is used for automated web application testing and validation of user interfaces. (7 Marks)
- (b) Explain the role of Junit, Postman and Pytest in unit testing and validating individual software components. (7 Marks)

OR

14. (a) Discuss how Azure DevOps and GitLab supports incremental development, version control, and continuous delivery. (7 Marks)
- (b) Explain the concept of software evolution and discuss its importance in long-term software maintenance. (7 Marks)

Module 3

15. (a) Explain how incremental releases reduce project risks. (7 marks)
- (b) Design an Agile workflow for developing a mobile application. (7 marks)

OR

16. (a) Define agile documentation. Explain the benefits of agile documentation for software development. (7 marks)
- (b) Agile documentation should be concise and focused, and should include the critical elements. Explain. (7 marks)

Module 4

17. (a) Explain the concept and structure of a Burndown chart with an example. (7 marks)
- (b) Describe the importance of Daily Scrum in identifying impediments. (7 marks)

OR

18. (a) Compare user stories and traditional requirement documentation. (7 marks)
- (b) Explain how StoriesOnBoard helps in release planning. (7 marks)

Module 5

19. (a) Explain the concept of Test-Driven Development (TDD) and discuss how tools such as JUnit, PyTest, or Jest support Agile quality assurance. (7 Marks)
- (b) Explain the significance of refactoring in XP and its role in improving design without altering external behaviour. (7 Marks)

OR

20. (a) Describe the importance of design principles such as SOLID in Agile software development.

(7 marks)

(b) Analyze the need and significance of refactoring in maintaining code quality.

(7 marks)
