MAR ATHANASIUS COLLEGE OF ENGINEERING, KOTHAMANGALAM

(GOVERNMENT AIDED AUTONOMOUS ENGINEERING COLLEGE)

DEPARTMENT OF CIVIL ENGINEERING

Second Sessional Examination October 2026

B24HU2T02- ENTREPRENEURSHIP AND MANAGEMENT SKILLS FOR ENGINEERS

(S3 CA & CB)

Max. Marks 40 Time :1 Hour 30 Minutes

Answer all questions from Part A and Part B

PART A (4x3=12 Marks)

1. What are the characteristics of an entrepreneurial mindset? (CO3)
2. Identify the advantages of the Freemium business model (CO3)
3. Why trade mark and copyright are important in marketing. (CO5)
4. List the eligibility criteria for registering under Startup India. (CO5)

PART B (2x14=28 marks)

5. Design a Business Model Canvas chart for a personalized online tutoring service. Discuss the significance of customer segments and channels. (14 marks) (CO3)
6. a) Explain the difference between PCT filing and the national phase route. (8 Marks) (CO5)

   b) Compare liability, capital requirements, and fundraising options for LLP, Private Limited, and Public Limited Companies. (6 marks) (CO5)

Course Outcomes:
Students will be able to:

CO3	Apply modern marketing strategies and digital transformation to build sustainable businesses.
CO5	Understand Intellectual Property Rights (IPR) and legal frameworks to protect innovation and navigate startup challenges

Vision

A department that is proficient in all aspects of civil Engineering education, blending theory and practice.

Mission

- To impart the right combination of civil Engineering fundamentals and use of modern tools to the students.
- To encourage learning with due emphasis given to professional ethics and traditional norms.
- To enhance the knowledge base of students in liaison with practice and research.
- To encourage life-long learning.

Question No	1	2	3	4	5	6	Total Marks
CO Mapping	CO3	CO3	CO5	CO5	CO3	CO5	
Blooms Taxonomy level	2	2	2	2	3	2	
Marks	3	3	3	3	14	14	40

	Prepared by	Scrutinized by	Approved by
Name	Prof. Hanna Paul, Prof. Anna Paul	Dr. Vinod Yeldho Baby	Dr. Elson John (HOD, CE)
Signature			
Date	30-09-2026	30/09/2026	30/9/2026