Department of Electrical and Electronics Engineering
Mar Athanasius College of Engineering, Kothamangalam
(Government Aided Autonomous Engineering College)

Second Sessional Examination -September 2026

B24HU3T05 - Entrepreneurship Development and Management Strategies- S5 EEE

Time: 1 hr. 30 min. Max Marks: 40

Part A [4x3 =12 marks]

1. Compare Freemium business model with the Subscription business model. Give an example each. **[CO3]**
2. Define an entrepreneurial mindset and outline its three key characteristics that distinguish an entrepreneur from a traditional manager. **[CO3]**
3. Explain the term 'ask' in startup financials. **[CO4]**
4. Discuss the structure of a pitch deck **[CO4]**

Part B [2x14 = 28 marks]

5. A group of students plans to start a campus-based healthy food delivery service that provides affordable and nutritious breakfast and snacks to students and faculty. Orders can be placed through a mobile app, and food will be delivered to classrooms or designated campus locations. Based on the above business idea, prepare
   a) An Empathy Canvas for the target customer
   b) A Value Proposition Canvas for the proposed business. **[CO3]**
6. A startup runs an online store selling apparels. In one month, the company earned ₹10,00.000 from sales. The cost of producing the items (raw materials, packaging, and direct labor) was 26,00,000. In addition, the company spent 22,00,000 on rent, salaries, and marketing.
   a) Calculate revenue, gross margin and net profit in context of the above scenario.
   b) Explain why Revenue, Gross Margin, and Net Profit are important indicators of financial health for startups. **[CO4]**

The student will be able to:

CO3: Apply modern marketing strategies and digital transformation to build sustainable businesses

CO4: Understand the basics of idea pitching, managing finances and using modern marketing tools.

VISION

Endeavour to Ensure Excellence

MISSION

Mould technically competent and morally strong Engineers
Achieve dynamic leadership through quality Education
Cater the needs of industry and community through Emulation
Empower the students to serve the nation with Dedication