Name..... Roll No.....

Mar Athanasius College of Engineering, Kothamangalam
Government Aided Autonomous Institution
Second Sessional Examination, October 2025
B24HU2T02- ENTREPRENEURSHIP AND MANAGEMENT SKILLS FOR ENGINEERS, S3 ME (A & B)

Time-1 Hour 30 Minutes **Marks:40**

Part A (4×3=12 Marks)

1. Explain various types of Entrepreneurships. (CO 3)
2. Discuss various models used in online businesses. (CO 3)
3. Define the term 'Turnover' in a business. (CO 4)
4. State the meaning of 'burn rate' and why it is important for startups. (CO 4)

Part B (2 x 14=28 Marks)

5. Explain value proposition canvas and its steps to Prepare a Value Proposition Canvas. (6 Marks)

   Prepare a Value Proposition Canvas for a better grocery shopping experience. (8 Marks)

   (CO 3)
6. A startup has developed a smart wearable sensor for athletes that monitors motion, fatigue, and hydration levels in real time using AI and biometric data. The founders are seeking investors to fund product development, testing with sports academies, and marketing to professional teams.

   Prepare a pitch deck for this sports technology startup idea. Write the content slide-by-slide, covering all key elements expected in an investor presentation. (CO 4)

Vision

Mentoring to Ensure Excellence

Mission

- To Facilitate comprehensive and integrated development of students by providing quality education that encourages sustainable practices
- To mould disciplined and socially committed engineers capable of assuming professional leadership upholding national integrity.