6/10/26 AN

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

Mar Athanasius College of Engineering, Kothamangalam
Government Aided Autonomous Institution

Second Sessional Examination, October 2026
B24HU2T02- ENTREPRENEURSHIP AND MANAGEMENT SKILLS FOR ENGINEERS
S3 MECHANICAL (A & B)

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

Part A (4*3=12 Marks)

1. Define Burn Rate and Cash Runway in the context of startup financials. **(CO4)**
2. Distinguish between Fixed Costs and Variable Costs, giving one example for each. **(CO4)**
3. Distinguish between Customer Segments and Target Market in business modeling. **(CO3)**
4. Explain the core elements of the Value Proposition Canvas. **(CO3)**

Part B (14*2=28 Marks)

5. (a) Outline the essential structure and layout of a Pitch Deck for an innovative eengineering project or startup idea. Detail at least five key slides that must be included to captivate investors. **(10 marks)**
(b) Explain the various funding stages for a Start-up. **(4 marks) (CO4)**

6. (a) Define the Empathy Canvas and explain its significance in human-centered design and early stage entrepreneurial problem-solving. **(6 marks)**
(b) Prepare a Empathy Canvas for a better grocery shopping experience. **(8 Marks) (C03)**

Vision
Mentoring to Ensure Excellence

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