



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2023**

Semester : Semester VII - 2019

Course Code : BCD405

Course Name : Sem VII - BDC405 - Entrepreneurship Management for Designers

Program : B.Design - Communication Design

Date : 13-JAN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.

PART-A

ANSWER ALL THE FOLLOWING QUESTIONS

3Q X 10M = 30M

1. How is Brain Storming different from Mind Mapping?
(CO2,CO1) [Knowledge]
2. List down 2 Hats from the Six Thinking Hats method of Idea Generation. Explain these 2 Hats and their purpose.
(CO2,CO3) [Knowledge]
3. What distinguishes an opportunity from an idea? Briefly describe.
(CO3,CO1) [Knowledge]

PART-B

ANSWER ALL THE FOLLOWING QUESTIONS

2Q X 15M = 30M

4. Why would an entrepreneur need to assess an idea's viability? Answer in your own words.
(CO1,CO2) [Comprehension]
5. List each element of a business model canvas and provide a brief description of each.
(CO2,CO3) [Comprehension]

PART-C

VIVA / JURY

1 X 40M = 40M

6. In line with the discussion in the class, discuss and explain the idea that you would like to evolve into an enterprise. Suggest a business plan for the idea.
(CO2,CO3) [Application]
