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## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – B.Tech.(CSE)-AIML-2022/B.Tech.(CSE)-DS-2022/B.Tech.(CSE)-AIML-2023/B.Tech.(CSE)-DS-2023/B.Tech.(CSE)-2023

Course Name – Design Thinking for Entrepreneurship and Startups

Course Code - HSMCM401/HSMCD401/HSMCG401

( Semester IV )

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

### Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Explain what the term “value proposition” means in the context of identifying the target market:
  - a) The financial worth of a company
  - b) The unique value a product or service provides to the target market
  - c) The cost of production
  - d) The market share of a company
- (ii) Interpret the method for raising small amounts of money from the public.
  - a) Venture capital
  - b) Crowdfunding
  - c) Private equity
  - d) Angel investment
- (iii) Indicate which industrial sector promotes small-scale business and entrepreneurship and has low barriers to entry into the market.
  - a) Service
  - b) Manufacturing
  - c) Distribution
  - d) Agriculture
- (iv) Indicate what “IPR” stands for in the context of legal protection for creative works.
  - a) International Patent Registry
  - b) Intellectual Property Rights
  - c) Industrial Production Regulations
  - d) Innovation Protection Rights
- (v) Determine whether the sustainability of entrepreneur development depends on factors such as:
  - a) Networking opportunities
  - b) Technological innovation
  - c) Mentorship and guidance
  - d) Economic stability
- (vi) Identify a trademark function:
  - a) Safeguarding trade secrets
  - b) finding and distinguishing goods or services
  - c) Protecting innovation
  - d) All of these
- (vii) Discuss the effects of copyright protection on marketing content generation and distribution in the digital age.

- a) It limits the sharing of content on social media platforms.  
 b) It enables the unrestricted use of copyrighted materials.  
 c) It encourages the creation of derivative works without permission.  
 d) It safeguards the originality of digital marketing materials.
- (viii) Discuss the type of business structure that typically offers the most autonomy and control to its owners.  
 a) Corporation  
 b) Partnership  
 c) Sole Proprietorship  
 d) Limited Liability Company (LLC)
- (ix). Recall the primary characteristic of the creative thinking process.  
 a) Linear and predictable  
 b) Rigid adherence to rules  
 c) Openness to new ideas and perspectives  
 d) Emphasis on conformity
- (x) Identify a method that is not commonly used for understanding users in design thinking.  
 a) Surveys  
 b) Interviews  
 c) Brainstorming  
 d) Observations
- (xi) Explain the primary goal of brainstorming during the creative process.  
 a) Narrowing down options quickly  
 b) Generating a wide range of ideas  
 c) Critiquing ideas immediately  
 d) Sticking to preconceived notions
- (xii) Discover how creative problem-solving testing contributes to cognitive development.  
 a) By discouraging the exploration of unconventional ideas  
 b) By reinforcing fixed mindsets  
 c) By fostering cognitive flexibility and resilience  
 d) By promoting reliance on predetermined solutions
- (xiii) Describe the essence of Entrepreneurship.  
 a) Efficient management of established businesses  
 b) Creating new ventures and taking calculated risks.  
 c) Implementing bureaucratic processes.  
 d) Following established market trends.
- (xiv) Describe a primary objective of Design Thinking.  
 a) Maximizing shareholder returns.  
 b) Solving complex technical problems.  
 c) Creating user-centered solutions.  
 d) Enforcing corporate policies.
- (xv) Describe the role of iteration in Design Thinking.  
 a) It is unnecessary in problem-solving.  
 b) It involves refining ideas through repeated prototyping and testing.  
 c) It only applies to financial modeling.  
 d) It focuses on rigid project timelines.

#### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define 'creative problem-solving'. (3)
3. Describe the utility of design thinking in entrepreneurship. (3)
4. The role of process design in entrepreneurship. (3)
5. Explain the main goal of feasibility analysis in product design. (3)
6. Explain the importance of market research in starting with new idea. (3)

OR

Describe the genesis of Intellectual Property Rights (IPR) in India. (3)

#### Group-C

(Long Answer Type Questions)

5 x 6=30

7. State the different types of prototypes that a startups can create, and state its time of use. (5)
8. Describe Customer Centricity. (5)
9. Describe in brief about Test Group Marketing. (5)

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10. Describe the main challenges faced by the entrepreneur. (5)
  11. Discuss different types of problem solving techniques. (5)
  12. Analyze IP management and its support innovation ecosystems at the international level. (5)

**OR**

IPR plays an important role in protecting and shaping marketing strategy of many growing business. Discuss. (5)

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