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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Tech.(CSE)-2024/B.Tech.(CSE)-AIML-2024/B.Tech.(CSE)-DS-2024/B.Tech.(CSE)-AIR-2024/B.Tech.(CSE)-CYS-2024

Course Name – Design Thinking for Entrepreneurship and Startups

Course Code - BHS00005

(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) Identify which of the following is an example of primary market research.

- | | |
|-------------|----------------------|
| a) Surveys | b) Published reports |
| c) Journals | d) Census data |

(ii) Identify which of the following is a source of secondary market research.

- | | |
|-----------------------|----------------|
| a) Interviews | b) Observation |
| c) Government reports | d) Surveys |

(iii) Recognize the typical role of angel investors.

- | | |
|--------------------------|-------------------|
| a) Early-stage investors | b) Bank officials |
| c) Government officers | d) Suppliers |

(iv) Identify the primary form of financing provided by venture capital.

- | | |
|-------------------|---------------------|
| a) Debt financing | b) Equity financing |
| c) Grants | d) Subsidies |

(v) Recognize what debt financing primarily involves.

- | | |
|----------------------|--------------------|
| a) Selling ownership | b) Borrowing funds |
| c) Crowd donations | d) Royalty income |

(vi) Identify what recruitment planning primarily includes.

- | | |
|-----------------------|--------------------------|
| a) Candidate sourcing | b) Product packaging |
| c) Marketing design | d) Customer segmentation |

(vii) Recognize what IPR stands for.

- | | |
|---------------------------------|-------------------------------|
| a) Intellectual Property Rights | b) Internal Production Rules |
| c) Industrial Product Rights | d) International Patent Rules |

(viii) Identify a common pitfall related to trademarks.

- a) Similar brand names
- b) Unique design
- c) Registered logo
- d) Proper documentation
- (ix) Identify what international IPR laws primarily support.
 - a) Global protection of ideas
 - b) Local business only
 - c) Tax exemptions
 - d) Product manufacturing
- (x) Identify the key requirement for patent filing.
 - a) Novel invention
 - b) Old technology
 - c) Common idea
 - d) Public domain knowledge
- (xi) Select the primary function of Test Group Marketing (or A/B Testing) :
 - a) Secure a bank loan
 - b) Compare two different versions of a campaign to see which performs better
 - c) Hire new management staff
 - d) Protect the intellectual property of a prototype
- (xii) Identify the correct example of a Disruptive Idea from the following options.
 - a) Improving the battery life of an existing smartphone
 - b) Adding a new flavor to a soft drink line
 - c) Creating an entirely new market or way of doing things
 - d) Reducing the price of a current service
- (xiii) Select the technique used to visualize a business by creating a tangible model for potential investors.
 - a) Brainstroming
 - b) Prototyping
 - c) Market analysis
 - d) Risk Mitigation
- (xiv) Identify the primary purpose of a Proof of Concept in prototyping.
 - a) Final version for mass production
 - b) Demonstrate technical feasibility
 - c) High-fidelity model for commercials
 - d) Calculate tax liability
- (xv) Distinguish between an Innovative Idea and a Disruptive Idea based on their market impact:
 - a) Innovative improves existing products
 - b) Innovative is cheaper
 - c) No functional difference
 - d) Innovative is only hardware

Group-B

(Short Answer Type Questions)

3 x 5=15

- 2. Recall how design thinking addresses customer challenges and aligns product design with customer expectations. (3)
- 3. State the importance of "Understanding" stage in design thinking. (3)
- 4. Describe the main stages of the "Design Thinking" process. (3)
- 5. Describe the utility of design thinking in entrepreneurship. (3)
- 6. Justify whether entrepreneurs can integrate sustainability into their product design, and evaluate its feasibility and impact. (3)

OR

Estimate the importance of Iterative design in entrepreneurship. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Explain the concept of entrepreneurship and design thinking. Discuss their need and objectives in the context of global business structures with suitable examples. (5)
- 8. Discuss various types of business structures and evaluate their suitability for different entrepreneurial ideas. (5)

9. Explain the role of motivation in entrepreneurship and analyze different motivational theories applicable to entrepreneurs. (5)
10. Discuss common trademark pitfalls and explain how startups can avoid them. (5)
11. Explain the genesis and development of IPR in India. (5)
12. Explain various financing methods available for startups in India and analyze their advantages and limitations. (5)

OR

Discuss the challenges involved in recruitment and talent management in startups. (5)

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