

**BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)**

**CLASS: MAD
BRANCH: ANIMATION & MULTIMEDIA**

**SEMESTER : III
SESSION : MO/2025**

SUBJECT: AM513 ENTREPRENEURSHIP

TIME: 3 Hours

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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		CO	BL
Q.1(a)	Explain different types of entrepreneurship	[5] 2	2
Q.1(b)	Explain the myths and realities of entrepreneurship.	[5] 2	1
Q.2(a)	Discuss the characteristics and skills of entrepreneurs.	[5] 2	2
Q.2(b)	Differentiate between creativity and innovation.	[5] 1	2
Q.3(a)	What do you understand by market feasibility? Explain.	[5] 3	1
Q.3(b)	Briefly discuss two case studies of startups in India.	[5] 3	2
Q.4(a)	Briefly explain lean startup methodology.	[5] 5	2
Q.4(b)	Explain the concept of Pitching and validating in entrepreneurship.	[5] 4	2
Q.5(a)	Explain MSME and its importance in economic growth in India.	[5] 4	2
Q.5(b)	Explain IPR laws in India.	[5] 3	1

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