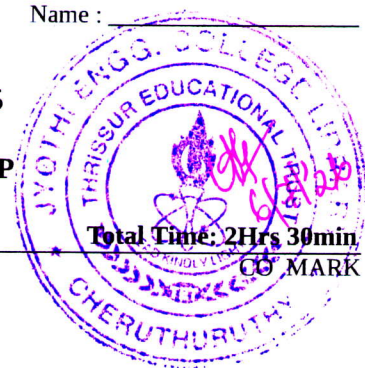


Reg No.: _____

Name : _____



Jyothi Engineering College(Autonomous)
B. Tech Degree S2 (S) Examination, June 2026 (2025 Scheme)
25EST206 - ENGINEERING ENTREPRENEURSHIP AND IPR

Total Mark: 40**PART A****Answer All Questions**

1. Write down the steps to identify pain points. CO1 (2)
2. Define patent and state one key requirement for patentability. CO1 (2)
3. State any two sources used to identify competitors for a startup. CO3 (2)
4. Define market segmentation. CO2 (2)
5. Differentiate between usability testing and iterative testing. CO3 (2)
6. What is the role of partners in prototype development? CO5 (2)

PART B**Answer any one full question from each module, each question carries 7 marks****Module - 1**

7. a) Explain the various characteristics of an entrepreneurial mind set. CO1 (4)
- b) Enumerate SCAMPER method. CO1 (3)

OR

8. Describe how IPR provides a competitive advantage in the market. Explain with suitable examples. CO1 (7)

Module - 2

9. a) Explain the SWOT analysis framework with respect to business strategy. CO3 (4)
- b) Differentiate between customer profiling and customer segmentation. CO3 (3)

OR

10. Describe the steps involved in conducting a customer needs assessment. CO3 (7)

Module - 3

11. a) Describe the phases of the waterfall development approach. CO4 (4)
- b) Differentiate between fixed costs and variable costs with suitable examples from a startup. CO4 (3)

OR

12. Explain the process of resource allocation in projects with an example. CO3 (7)

Module - 4

13. Describe various customer engagement strategies used during prototype development and discuss their significance. CO5 (7)

OR

14. Discuss the role of a mentor required by you as an engineering student.

CO5 (7)

Jyothi Engineering College (Autonomous)
B.Tech Degree II (2) Examination June 2025 (2025 Scheme)
25EST2006 - ENGINEERING ENTREPRENEURSHIP
AND IPR

PART A

Answer All Questions

1. Write down the steps to identify pain points. (CO1 (2))
2. Define patent and state one key requirement for patentability. (CO1 (2))
3. State any two sources used to identify competitors for a startup. (CO1 (2))
4. Define market segmentation. (CO1 (2))
5. Differentiate between usability testing and iterative testing. (CO1 (2))
6. What is the role of partners in prototype development? (CO1 (2))

PART B

Answer any one full question from each module; each question carries 7 marks

Module - 1

7. a) Explain the various characteristics of an entrepreneurial mind set. (CO1 (4))
b) Enumerate SCAMPER method. (CO1 (3))
8. Describe how IPR provides a competitive advantage in the market. Explain with suitable examples. (CO1 (7))

OR

Module - 2

9. a) Explain the SWOT analysis framework with respect to business strategy. (CO1 (4))
b) Differentiate between customer profiling and customer segmentation. (CO1 (3))
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13. Describe various customer engagement strategies used during prototype development and discuss their significance. (CO1 (7))