

Reg No.: _____

Name : _____



Jyothi Engineering College(Autonomous)

B. Tech Degree S2 (R) Examination, May 2026(2025 Scheme)

25EST206 - ENGINEERING ENTREPRENEURSHIP AND IPR

Total Mark: 40

All Branch

Total Time: 2Hrs 30min

CO MARK

PART A

Answer All Questions

1. Justify improving the public transportation in urban areas using brainstorming. CO1 (2)
2. State two objectives of Intellectual Property Rights (IPR). CO1 (2)
3. Differentiate between Value Proposition and Unique Selling Proposition (USP). CO3 (2)
4. Define break-even analysis in financial projections. CO4 (2)
5. Justify how Iterative development and feedback loops can help improve the development process. CO3 (2)
6. Mention and explain any two benefits of having a prototype mentor. CO5 (2)

PART B

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

Module - 1

7. a) Explain the various statutory compliances in starting a business. CO1 (4)
- b) Write short notes on any three essential team skills. CO1 (3)

OR

8. Explain the role of Intellectual Property Rights in securing funding, with reference to startups and research-based organizations. CO1 (7)

Module - 2

9. a) Explain the major steps involved in conducting a competitive analysis. CO3 (4)
- b) Differentiate between internal and external factors in SWOT analysis. CO3 (3)

OR

10. Explain the process of identifying competitors for a new venture. How does competitor identification support business idea validation? CO3 (7)

Module - 3

11. a) Illustrate the key components of resource allocation. CO2 (4)
- b) A small bakery is planning daily production. Apply suitable operations planning steps to ensure timely delivery and quality control. CO2 (3)

OR

12. Explain the different types of prototyping models. CO3 (7)

Module - 4

13. a) Describe the role of customer feedback in improving a prototype. CO5 (4)

b) List and briefly explain any three customer engagement strategies used during prototype development.

CO5 (3)

OR

14. Explain the major financial instruments in which investors invest.

CO5 (7)
