



VIT

Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

REG.NO.: 28CE0374

OFFICE OF ACADEMICS
CONTINUOUS ASSESSMENT TEST -I
FALL SEMESTER 2024-2025

SLOT: G1+TG1

Programme Name & Branch : B. Tech.
Course Code : BMGT 108 L
Course Name : Entrepreneurship
Faculty Name(s) : Prof. Sharmila N / Prof. Vezhavendhan R
Class Number(s) : VL2024250101327/ VL2024250101325
Date of Examination : 31/08/2024
Exam Duration : 90 minutes Maximum Marks: 50

Q. No	Question	Marks
1.	As a visionary entrepreneur, share your insights on the various techniques that you would deploy to enhance creativity in entrepreneurship. Further, what obstacles do you anticipate when embracing creativity, and what strategies would you employ to overcome them?	10
2.	Entrepreneurs strongly believe that both innovations and inventions are crucial for entrepreneurial success and driving competitive advantage. Why do you think entrepreneurs believe so?	10
3.	What strategies can you use to uncover emerging market opportunities? And how does market opportunity recognition play a role in shaping a company's success?	10
4.	What product or service can be developed or improved using the framework for Understanding Problems and Opportunities to address a pressing need or capitalize on a timely opportunity in the current market? Explain.	10
5.	What makes a value proposition a key driver of business growth and success?	10
