	Unit – II		
	Part – A (1 Mark)		
1.	What is meant by identifying a market gap?	L1	CO2
2.	Define a business problem.	L1	CO2
3.	What is meant by analyzing a problem from an industry perspective?	L2	CO2
4.	What are real-world problems?	L2	CO2
5.	Define market segmentation.	L1	CO2
6.	What is customer segmentation?	L1	CO2
7.	What is meant by customer problem fit?	L2	CO2
8.	What is competition mapping?	L1	CO2
9.	What is meant by industry trend analysis?	L2	CO2
10.	List the five forces in Porter's Five Force Model	L2	CO2
	Part – B (10 Marks)		
1.	Explain the process of identifying gaps and problems in the market with suitable examples.	L2	CO2
2.	Analyze a business problem from an industry perspective and explain the factors influencing the problem.	L4	CO2
3.	Discuss how real-world problems can be identified and converted into entrepreneurial opportunities.	L3	CO2
4.	Apply Porter's Five Force Model to analyze the competitive environment of a selected industry.	L2	CO2
5.	Discuss the importance of iterating problem-customer fit and explain how feedback helps improve the understanding of customer needs.	L3	CO2
6.	Analyze the role of competition mapping and industry trend analysis in assessing an initial business opportunity.	L4	CO2
7.	Explain and compare the ideation techniques of brainstorming, brainwriting, and round robin	L4	CO2
8.	Explain the process of idea generation and discuss its importance in entrepreneurship.	L3	CO2
9.	Explain the principles of design thinking and discuss how a suitable solution can be mapped to an identified customer problem.	L3	CO2
10.	Explain the importance of customer feedback in validating and improving the problem–customer fit	L2	CO2