NARSIMHA REDDY ENGINEERING COLLEGE
UGC - AUTONOMOUS INSTITUTION

Accredited by NBA & NAAC with 'A' Grade
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NRCM
your roots to success...
Estd. 2007

	Unit – IV		
	Part – A (1 Mark)		
1.	Define a business model.	L1	CO4
2.	What are the different types of business models?	L2	CO4
3.	What is a Lean Canvas?	L1	CO4
4.	List the nine blocks of the Lean Canvas.	L1	CO4
5.	Explain the purpose of the Problem block in Lean Canvas.	L2	CO4
6.	What is meant by a business plan?	L1	CO4
7.	What is a sales plan?	L1	CO4
8.	What are economies of scale?	L2	CO4
9.	What is meant by customer acquisition?	L2	CO4
10.	What are the major types of costs in a business?	L1	CO4
	Part – B (10 Marks)		
1.	Explain the concept of a business model and discuss its different types with suitable examples.	L2	CO4
2.	Explain the nine-block Lean Canvas model and discuss the purpose of each block.	L2	CO4
3.	Develop a Lean Canvas for a selected startup idea and explain how each block supports the business model.	L3	CO4
4.	Analyze how the Lean Canvas approach helps entrepreneurs test and refine their business ideas.	L4	CO4
5.	Explain the major components of a business plan, including the sales plan, people plan, and financial plan.	L2	CO4
6.	Develop a sales plan for a selected startup and explain the key factors considered in preparing it.	L3	CO4
7.	Explain the importance of a people plan and discuss how human resources contribute to the success of a startup.	L2	CO4
8.	Prepare a basic financial plan for a startup using appropriate revenue, cost, and profitability estimates.	L3	CO4
9.	Explain economies of scale and analyze their impact on the cost and profitability of a growing business.	L4	CO4
10.	Develop a customer acquisition strategy for a startup by considering digital presence and appropriate marketing channels.	L3	CO4