

SARVAJANIK UNIVERSITY
Institute of Design Planning & Technology (IDPT)-SCET
TERM END EVALUATION

Programme Name:	Bachelor of Fine Arts
Programme Code:	BVVA
Examination:	S26
Year-Semester:	BVA IV SEM VIII
Course Name:	Entrepreneur Practice
Course Code:	BVVA16805
Date and Day of Examination:	11 th MAY, 2026
Marks:	60 Marks
Time:	8.30 a.m. onwards
Format of Examination	Jury/Viva/Seminar Presentation/Time Problem

A. Jury/ viva Evaluation:

Students are required to select one artwork/project from their final display and present it as a creative entrepreneurial proposal. The presentation should include one selected artwork
Target audience.
Selling platforms / opportunities (exhibitions, commissions, online platforms, etc.)
Marketing and promotional strategy online and offline
pricing strategy with basic justification online and offline.
Future possibilities of developing the work into a professional practice or business opportunity

B. Aim: To develop students 'understanding of how creative artworks and artistic practices can be professionally presented, marketed, and positioned within contemporary creative industries.

C. Objectives:

To encourage entrepreneurial thinking within artistic practice
To help students understand pricing and market value of creative work
To develop presentation and communication skills
To introduce basic branding and marketing strategies
To build confidence in professionally presenting artistic projects

D. Instructions: (If required-as per your exam format)

Students must present one selected work/project from their final display
Presentation duration: 5 minutes
Students Can bring supporting materials such as mockups, social media pages,

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Students should clearly explain pricing, audience, and marketing strategy.

Students should approach the jury presentation as a professional client meeting or potential buyer interaction, presenting their artwork with confidence, market understanding, and entrepreneurial perspective.

Viva questions related to the artwork and entrepreneurial approach will be asked by the jury

E. Expected Outcome: Students will gain practical understanding of presenting creative work professionally and develop awareness about marketing, pricing, audience engagement, and entrepreneurial opportunities within the art and design field.

F.

G. Evaluation criteria:

Theoretical Knowledge (20%)

Application Skills (20%)

Analytical and Critical Thinking (10%)

Creativity and Innovation (20%)

Communication Skills (10%)

Engagement and Responsiveness (20%)

This evaluation framework ensures a holistic assessment of the students' performance during the jury viva

A	Total No. of Students registered for the TEE Examination of the Course:	33
B	No of students absent in the Examination:	-----
C	Enrollment No of students absent in the Examination:	
D	Total No of students appeared in the Examination:	33
E	Name of Examiners:	Sign
1.	Prof. Priyanshi Zaveri	
2.	Prof. Krushnapriya Smart	
3.		
4.		
5.		