



**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

SET A

MIDTERM EXAMINATION

Even Semester: 2018-19

Course Code: MGT 402

Course Name: Entrepreneurship & New Venture Creation

Programme & Sem: MBA & IV Sem

Date: 18 February 2019

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

- (i) **Avoid false numbering**
- (ii) **Elucidate your answers with suitable illustrations where needed**

Part A

Answer **all** the Questions. **Each** question carries **two** marks. (6Qx2M=12)

1. State the importances of entrepreneurship that contribute to the economy and the society?
2. Illustrate on RAMP Model in less than two sentences each.
3. Name the four types of entrepreneurs, based on socio-cultural variables.
4. Outline the four phases of creativity?
5. Name the key business areas that are crucial while researching the business opportunity.
6. List out the significant reasons that will lead to the dark side of entrepreneurship.

Part B

Answer **all** the Questions. **Each** question carries **five** marks. (4Qx5M=20)

7. According to the HBR Article "The Questions Every Entrepreneur Must Answer":
 - a. Why many startups fail to scaleup, Illustrate with any two major reasons? (2Marks)
 - b. Depict with a diagram on entrepreneur's guide to big issues. (3 Marks)
8. According to the author of HBR Article "Natural Born Entrepreneur":
 - a. What are the five natural abilities or characteristics of a true entrepreneur should have?
9. According to the author of HBR Article "A Test for the fainthearted":
 - a. Explain the five questions drafted by the author to test the entrepreneur's potential?
10. According to the author of HBR Article "The Global Entrepreneur":
 - a. Elucidate on any two key distinct challenges faced by global entrepreneurs? (2 Marks)
 - b. State the three competencies that global entrepreneurs need. (3 Marks)

Part C

Answer the Question. Question carries **eight** marks. (1Qx8M=8)

11. Discuss in detail on the various directions of comparison between Traditional Manager, Intrapreneur and Entrepreneur.



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SET B

MIDTERM EXAMINATION

Even Semester: 2018-19

Date: 18 February 2019

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Time: 2 Hours

Course Name: Entrepreneurship & New Venture Creation

Max Marks: 40

Programme & Sem: MBA & IV Sem

Weightage: 20%

Instructions:

- (i) **Avoid false numbering**
- (ii) **Elucidate your answers with suitable illustrations where needed**

Part A

Answer **all** the Questions. **Each** question carries **two** marks. (6Qx2M=12)

1. Define entrepreneurship with two any major importances?
2. List out any four skills and attitudes that entrepreneurs should have.
3. What are the four challenges that entrepreneurs face.
4. Mention any four types of creativity?
5. Name any four sources, through which new ideas are born?
6. What are the five questions that are to be addressed for opportunity evaluation?

Part B

Answer **all** the Questions. **Each** question carries **five** marks. (4Qx5M=20)

7. According to the HBR Article "The Questions Every Entrepreneur Must Answer":
 - a. Why many startups fail to scaleup, Illustrate with any two major reasons? (2Marks)
 - b. Depict with a diagram on entrepreneur's guide to big issues. (3 Marks)
8. According to the author of HBR Article "The Global Entrepreneur":
 - a. Elucidate on any two key distinct challenges faced by global entrepreneurs? (2 Marks)
 - b. State the three competencies that global entrepreneurs need. (3 Marks)
9. According to the author of HBR Article "Natural Born Entrepreneur":
 - a. What are the five natural abilities or characteristics of a true entrepreneur should have?
10. According to the author of HBR Article "A Test for the fainthearted".
 - a. Explain the five questions drafted by the author to test the entrepreneur's potential?

Part C

Answer the Question. Question carries **eight** marks. (1Qx8M=8)

11. Discuss in detail on the entrepreneurial competencies?



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END TERM EXAMINATION

Even Semester: 2018-19

Date: 9th March 2019

Course Code: MGT 402

Time: 3 Hours

Course Name: Entrepreneurship & New Venture Creation

Max Marks: 80

Programme & Sem: MBA Semester IV

Weightage: 40%

Instructions:

- (i) **Avoid false numbering**
- (ii) **Elucidate your answers with suitable illustrations where needed**

Part A

Answer **all** the Questions. **Each** question carries **four** marks.

(5Qx4M=20)

1. List out the four components of new venture motivation
2. What are causes for the failure of new ventures?
3. State any four essentials for potent evaluation of a proposed venture
4. Name any four challenges of new venture startups.
5. Write a note on probability of success (Ps) and market competition (MC)?

Part B

Answer **all** the following Questions.

(5+5+10+20=40)

6. According to the HBR Article "What Entrepreneurs Get Wrong?"
 - a) Name the five of six common mistakes that most entrepreneurs do. (5 marks)
7. According to the HBR Article "Start-ups that Last":
 - a) What are the four long term objectives that are to be accomplished by the entrepreneurs to scale-up businesses? (5 Marks)
8. According to the HBR Article "Beating the Odds when you launch a New Venture".
 - a) Depict with the diagram on six types of risks that is to be tackled in order? (6 marks)
 - b) Name the four steps that will make the experiments more effective? (4 marks)
9. Startup Incubation Centre (AIC) of NITI Aayog of Government of India has decided to incubate 10 most creative individuals to fine tune their ideas and transform the ideas into viable businesses. You are an applicant to the ongoing 'Business Plan' Competition; organized by NITI Aayog of Govt. of India. In the process of screening the candidates for AIC. You must include the following amongst other business plan component criteria's:

- a) Name the products and services, customers and competitors of your proposed business (4 Marks)
- b) State any four reasons why customers will buy your products / services (4 Marks)
- c) Specify the platforms and partners of your Business (4 Marks)
- d) How would you price your products / services and find out the profit potential of your business (Figure out the Revenue options)? (4 Marks)
- e) How will you Find Your Customers? (2 Marks)
- f) Articulate how you would propose to deliver and distribute the offering. (2 Marks)

Part C

Answer the following Question.

(1Qx20M=20)

10. Evaluate the potent for a Proposed Venture:

After several months of brainstorming and market research, you decided to launch a new affordable "Smart Phone" for Indian Market. The quick market research reveals the followings:

- Target market size is 50% of 1.3 billion Indians (Mainly Residents of Cities and Towns)
- According to the market research analytics report on an average a person can afford 1 smart phone in a year.
- You decided to launch two variants Morris X (Feature loaded model) and Morris V (Base model)
- You decided to price the Morris X (Feature loaded model) at ₹ 20,000 and Morris V (Base model) at ₹ 8,000.
- Your target market share is 3% of the market.
- You wish to have a profit for Morris X of ₹ 5,000 and Morris V of ₹ 2,000 each.
- And say the probability of success is 20%.

Compute the following on yearly basis: (**Each** question carries **five** marks)

- a) Calculate the market size of Morris X and Morris V in quantity & ₹ based on given market price?
- b) Calculate the size of market share in ₹ for Morris X and Morris V?
- c) Calculate your expected yearly EBITDA for ₹ 5,000 Margin per Unit of Morris X and ₹ 2000 per Unit of Morris V.
- d) Interpret the factors: Possibility of Success (Ps) and Market Competition (MC) in detail for both Morris X and Morris V.