Roll No.												

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING

TEST - 1

Even Semester: 2018-19 | **Date**: 06 March 2019

Course Code: MGT 113 | **Time**: 1 Hour

Course Name: Digital Entrepreneurship | **Max Marks**: 40

Programme & Sem: B.Tech (CSE,CIV) & VI Sem | **Weightage**: 20%

Instructions:

(i) Read the question properly and answer accordingly.

(ii) Question paper consists of 3 parts.

Part A

Answer **all** the Questions. **Each** question carries **two and half** marks. (4Qx2.5M=10)

1. Define Entrepreneurship and explain the role of Digital in Entrepreneurship.
2. List the 5 Ds of Entrepreneurship and briefly explain each?
3. What is Value? How does value perception vary from user 2 user?
4. What are the 5 C's of Market Analysis? Briefly explain each.

Part B

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

5. According to the author of HBR Article "Natural Born Entrepreneur":
   a. What are the ten natural abilities or characteristics of an entrepreneur?
6. According to the author of the Article "What Makes Entrepreneurs-Entrepreneurial":
   a. Differentiate between causal and effectual reasoning? (Block Diagram and Points)
7. According to the author of HBR Article "What Entrepreneurs Get Wrong?"
   a. List the 5 common mistakes that most entrepreneurs commit. (Bullet Points only)
8. According to the author of HBR Article "The Global Entrepreneur":
   a. What are the Key Challenges that Global Entrepreneurs often face? (Bullet Points only)

Part C

Answer the Question. Question carries **ten** marks. (1Qx10M=10)

9. Explain the Lifecycle Diagram of Digital Entrepreneurship with a neat diagram.

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GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING

TEST - 2

Even Semester: 2018-19
Course Code: MGT 113
Course Name: Digital Entrepreneurship
Program & Sem: B.Tech (CSE,CVE) & VI Sem

Date: 16 April 2019
Time: 1 Hour
Max Marks: 40
Weightage: 20%

Instructions:
(i) Write legibly
(ii) Draw diagrams for required questions

Part A

Answer **both** the Questions. **Each** question carries **five** marks. (2Qx5M=10M)

1. Draw the conceptual Diagram of Three Variables of Digital Entrepreneurship.
2. What are the five essentials for valuation of the prospects of proposed venture?

Part B

Answer **all** the Questions. **Each** question carries **four** marks. (4Qx4M=16M)

3. According to the author of HBR Article "Why the Lean Startup Changes Everything?". Name the **9** Blocks of Business Model and Place them in the Business Model Canvas. (Name & Diagram on)
4. According to the author of HBR Article "How to Launch Your Digital Platform": What are the **5** basic questions that an entrepreneur must ask? (Bullet Points only
5. According to the author of the Article "Beating the Odds When You Launch a New Venture": What are the **3** risks that a startup entrepreneur must uncover and address? (Bullet Points and Diagram)
6. According to the HBR Article "Startups That Last": What are **4** critical activities that startups do successfully for scaling up their venture? (Bullet Points Only)

Part C

Answer the Question. Question carries **twelve** marks. (1Qx14M=14 Marks)

7. After several months of brainstorming and market research, you decided to launch a new affordable Electric Scooter, '**SuperScoot**' with Solar Battery Charger. Solar Battery Charger. No Cost on electricity, only 2hrs of Charging is required and in one charge the scooter will go for 150 KM/ Charge. Cost of One set (1+1) Solar charger is Rs 10,000.00

The quick market research reveals the followings:

- Target Market is India.
- 1.3 billion Indians are Residents of Cities, Towns and Villages.
- 30% Indian Lives in Cities and 40% in Towns and Semi-Towns.
- The market survey shows that 30% of City Youth Age between 20 -36 (i.e. 40% of Urban Population) wish to have a transport of their own, but only 50% can afford it.
- Similarly, the market survey also shows that 50% of 40% of Indian Youths (Rural youth) Living in Towns and Semi-Towns' population wish to have **SuperScoot,** but only 30% can afford it.
- You decided to launch 2 variants of **SuperScoot – C** for Cities (with two Solar Charger) and **SuperScoot – T** for Towns (with two Solar Charger).
- You decided Price (P_A) the **SuperScoot– C** as ₹ 35,000 including the price of 2 Chargers and **SuperScoot – T** including the 2 Solar Charges as ₹ 30,000.
- Your target for **SuperScoot – C** is 30% of Young Urban Indians who can afford the **SuperScoot.**
- Your target for **SuperScoot– T** is 50% of Young Town Indian population who can afford the **SuperScoot**.
- You decided to capture 20% of Urban and 30% of Rural Market Share (F_A).

a) Calculate the Market Size (Q_A) of "**SuperScoot – C**" and **SuperScoot – T** in Quantity & ₹ based on given Price? (2+2=4 Marks)

b) Calculate the Size of Your Market Share in ₹ (V_A) for **SuperScoot – C** and **SuperScoot – T**? (2+2=4 Marks)

c) Calculate Your Expected Yearly EBITDA for ₹ 3000 Margin Per Unit of **SuperScoot – C** and 2000 Per Unit of **SuperScoot – T** after the 20% of dealers' discount on the MRP of **SuperScoot.** (3+3=6 Marks)