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**Presidency University,**

**Bengaluru**

**SCHOOL OF ENGINEERING**

**SUMMER END-TERM EXAMINATION AUGUST-2024**

**Semester**: SUMMER TERM 2023-24

**Course Code**: MGT113

**Course Name**: DIGITAL ENTREPRENEURSHIP

**Program & Sem.**: B.TECH

**Date**: 05-08-2024

**Time**: 09.30AM TO 12.30PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the questions properly and answer accordingly.*
2. *Scientific and non-programmable calculators are permitted*
3. *Question paper consists of 3 parts.*

**Part A**

**Answer any six Questions. Each Question carries 5 marks. (6Qx5M=30M)**

1. Define Digital Entrepreneurship.
2. Outline the abilities of an entrepreneur.
3. List the Enablers of Business along with the drivers.
4. Recall what FUD represents in Digital Entrepreneurship.
5. Define System and Design Thinking.
6. List the various steps of Design Process.
7. List the four key leadership skills in digital entrepreneurship.
8. Identify the six hats of entrepreneurial thinking.
9. Define value creation strategy in digital entrepreneurship.
10. To be able to achieve Digital Entrepreneurship success, identify "the drivers" that are necessary.

**Part B**

**Answer any five Questions. Each Question carries 8 marks. (5Qx8M=40 M)**

1. Discuss the concept of Zen Thinking with a suitable example.
2. Identify the 3 circles as zones of value creation. Explain each.
3. Explain the 4 quadrants of a business plan in the context of Business proposition. Give suitable examples.
4. Explain the Goal of Business in terms of perceived customers Value (V), Price (P) and Cost ((c) with the help of a neat sketch.
5. Explain the 5 steps of Design Thinking. Give suitable examples.
6. Discuss the emerging technologies and entrepreneurial opportunities in digital platform.
7. Describe the constituents of MAP – Steps methodology in digital entrepreneurship.
8. Express the seven essential abilities of entrepreneurship.

**Part C**

**Answer any two Questions. Each Question carries 15 marks. (2Qx15M=30M)**

1. Describe the concept of cornerstones in Entrepreneurship.
2. Discuss the three premises of opportunity assessment of entrepreneurship.
3. Explain briefly the business model canvas.

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