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**PRESIDENCY
UNIVERSITY**

BENGALURU

School of Law

Mid - Term Examinations – November 2024

Semester: VII

Date: 7-11-2024

Course Code: BBA3047

Time: 09:30am – 11:00am

Course Name: Technology and Entrepreneurship

Max Marks: 50

Program: B ALLB BBA LLB BCOM LLB

Weightage: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 2marks.

2Qx5M=10M

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|---|---|---------|---------------|-----|
| 1 | Explain Technology Entrepreneurship | 2 Marks | Remembering | CO1 |
| 2 | Explain FSR (Feasibility Study Report) | 2 Marks | Remembering | CO1 |
| 3 | Explain the benefits of lean launchpad | 2 Marks | Understanding | CO2 |
| 4 | Explain the concept of Organizational feasibility | 2 Marks | Understanding | CO2 |
| 5 | Explain the term Freemium | 2 Marks | Understanding | CO2 |

Part B

Answer ALL Questions. Each question carries 10 marks.

4QX10M=40M

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|----|----|--|---------|---------------|-----|
| 6 | 6a | Explain various types of entrepreneurships | 7 Marks | Remembering | CO1 |
| | 6b | Difference between intrapreneur and entrepreneur | 3 Marks | Applying | CO3 |
| Or | | | | | |
| 7 | 7a | Explain the various theories of entrepreneurship | 7 Marks | Remembering | CO1 |
| | 7b | Explain the emerging trends in biotechnology entrepreneurship | 3 Marks | Applying | CO3 |
| 8 | 8a | Explain different types of venture | 7 Marks | Understanding | CO2 |
| | 8b | A startup invests Rs 120,000 in a new project, and it generates annual cash inflows of Rs 30,000. How long will it take to recover the initial investment? | 3 Marks | Applying | CO3 |

Or

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|---|----|--|---------|---------------|-----|
| 9 | 9a | Explain types of ecommerce and how e-commerce ventures differ from traditional retail businesses | 7 Marks | Understanding | CO2 |
| | 9b | Explain the key factors that have contributed to the emergence of Silicon Valley as a technology hub | 3 Marks | Applying | CO3 |

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|----|-----|--|---------|---------------|-----|
| 10 | 10a | Explain various types of environment feasibility | 7 Marks | Understanding | CO2 |
| | 10b | Explain the role of government in promoting entrepreneurship | 3 Marks | Remembering | CO1 |

Or

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|----|-----|--|---------|---------------|-----|
| 11 | 11a | Explain various types of financial feasibility | 7 Marks | Understanding | CO2 |
| | 11b | Discuss any 4 models of Digital Entrepreneurship | 3 Marks | Remembering | CO1 |

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|----|-----|--|---------|---------------|-----|
| 12 | 12a | Explain the key principles of effectual entrepreneurship | 6 Marks | Understanding | CO2 |
| | 12b | Explain Types of Social Entrepreneur and analyze how they contribute to sustainable entrepreneurship | 4 Marks | Applying | CO3 |

Or

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|----|-----|--|---------|---------------|-----|
| 13 | 13a | Explain the process involved in Lean Launchpad | 5 Marks | Understanding | CO2 |
| | 13b | A startup is planning to launch a new subscription-based software product. The total fixed costs for development and marketing are Rs200,000. The variable cost per subscription is Rs5, and they plan to charge Rs 20 per subscription. How many subscriptions must they sell to break even? Perform a break-even analysis to determine the minimum number of subscriptions required. | 5 Marks | Applying | CO3 |