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 **PRESIDENCY UNIVERSITY**

  **Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 11- 01- 2025 **Time:** 01:00 pm – 04:00 pm |

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| **School:** SOM (UG) | **Program:** BBA (BUSINESS ANALYTICS) |
| **Course Code:** BBA2067 | **Course Name:** Entrepreneurship and Innovation |
| **Semester**: III | **Max Marks**: 100 | **Weightage**: 50% |

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| **CO – Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **11** | **19** | **33** | **37** |

**Instructions:**

1. *Read all questions carefully and answer accordingly.*
2. *Do not write anything on the question paper other than roll number.*

**Part A**

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| **Answer ALL the Questions. Each question carries 2 marks. (10Q x 2M = 20M)** | **Bloom's Level**  | **CO** |

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| **1** | Give the meaning of niche marketing.  | **2 Marks** | **Remember** | **CO1** |
| **2** | What do you mean by village-based industries?  | **2 Marks** | **Remember** | **CO1** |
| **3** | State the levels of Entrepreneurial culture.  | **2 Marks** | **Remember** | **CO2** |
| **4** | List out types of Business risks. | **2 Marks** | **Remember** | **CO2** |
| **5** | Who is referred to as a ‘Green Entrepreneur’? | **2 Marks** | **Remember** | **CO3** |
| **6** | State any two competencies of an entrepreneur.  | **2 Marks** | **Remember** | **CO3** |
| **7** | Who is an Intrapreneur? | **2 Marks** | **Remember** | **CO4** |
| **8** | What do you mean by Radical Innovation? | **2 Marks** | **Remember** | **CO4** |
| **9** | List out the barriers to innovation. | **2 Marks** | **Remember** | **CO4** |
| **10** | Name Four-I Model. | **2 Marks** | **Remember** | **CO4** |

**Part B**

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| **Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)** |
| **11** |  | Shankh Air has received the approval from civil Aviation Ministry to operate in the country. you are now required to analyze various factors that can affect the Business Environment. | **7 Marks (CO4)** |
|  | **Or** |
| **12** |  | A successful company can only know the cost of dissatisfied customers, but not the cost of replacement -Explain the concept of Value creation Business canvas model  | **7 Marks (CO4)** |

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| **13** |  | Elaborate the importance and characteristics of Women entrepreneurship. | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **14** |  | Explain Role of entrepreneur in economic growth  | **7 Marks** | **Understand** | **CO3** |

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| **15** |  | Discuss the Theories of entrepreneurship | **7 Marks** | **Understand** | **CO1** |
|  | **Or** |
| **16** |  | Boeing Company faced a significant issue in February 2024 due to lack of its innovation and quality managementAs an entrepreneur, how would you tackle the issue with your competencies. | **7 Marks** | **Understand** | **CO1** |

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| **17** |  | Interpret the characters and importance of corporate entrepreneurship  | **7 Marks** | **Understand** | **CO3** |
|  | **Or** |
| **18** |  | Describe a Serial entrepreneur and outline their characters and importance | **7 Marks** | **Understand** | **CO3** |

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| **19** |  | Consider a scenario where your company have received multiple client offering proposal to collaborate for future requirement as a lead you are now asked to exhibit the Entrepreneurial decision-making skill | **7 Marks** | **Understand** | **CO4** |
|  | **Or** |
| **20** |  | Summarize the challenges faced by an entrepreneur | **7 Marks** | **Understand** | **CO4** |

**Part C**

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| **Answer Any THREE Questions. Each question carries 15 marks. (3Q x 15M = 45M)** | **Bloom's Level**  | **CO** |

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| **21** | Byju’s – A leader in EdTechThe case concerns the rapid expansion of the Bengaluru-based Indian e-learning platform Byju’s (Think and Learn Private Ltd). Founder and CEO of the EdTech start-up, Byju Raveendran previously worked for Pan Ocean Shipping, a UK-based shipping company. For 12 long years, Raveendran helped his friends get through the Common Admission Test for Management Courses in India and then built Byju’s learning app. BYJU – The company’s main product was the Learning App, which users could download on Android devices from Google Play and iOS devices from the Apple App Store. The app provides comprehensive learning programmes and special programmes for students preparing for competitive exams and for students in grades 6 to 12 in India. Since its inception in 2015, the startup has received funding from the Chan Zuckerberg Initiative and Chinese internet giant Tencent. Byju’s turned profitable in 2019 after three years of annual growth of 100% (2016-18). In July 2019, its valuation increased to US$5.5 billion, making it the world’s most valuable EdTech company. It remains to be seen if Byju’s strategies that worked in India would be successful in other markets as the company enters international markets.1. Illustrate the importance of educational entrepreneur in India’s educational system.2.Determine whether or not educational technology in India is well-accepted. | **15 Marks** | **Apply** | **CO2** |
| **22** | Innovation means by which the entrepreneur either creates new wealth producing resources or endows existing resources with enhanced potential for creating wealth”. Interpret the types of innovations with examples.  | **15 Marks** | **Apply** | **CO4** |
| **23** | Demonstrate the below mentioned Entrepreneur with their characteristics1.Social Entrepreneur 2.Fabian Entrepreneur 3.Women Entrepreneur 4.Agricultural Entrepreneur5.Educational Entrepreneur  | **15 Marks** | **Apply** | **CO3** |
| **24** | Elaborate the concept of creativity and types of creative behaviors in entrepreneurs. | **15 Marks** | **Apply** | **CO4** |