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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – JANUARY 2025** |
| **Date:** 11 – 01- 2025 **Time:** 09:30 am –12:30 pm |

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| **School:** SOL | **Program:** BA LL.B/BBA LL.B/B.Com LL.B (Hons) | |
| **Course Code:** BBA3047 | **Course Name :** Technology and Entrepreneurship | |
| **Semester**: VII | **Max Marks**:100 | **Weightage**:50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **34** | **47** | **18** | **20** |

**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 2marks. 10Q x 2M=20M**  **Part A**   |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Answer ALL the Questions. Each question carries 2marks. 2Mx10Q=20M** | | | | | | **1** | Explain crowdfunding, and how does it support startups? | **2 Marks** | **L2** | **CO2** | | **2** | Discuss the significance of government schemes like Startup India | **2 Marks** | **L2** | **CO2** | | **3** | What does 'disruptive technology' mean? Provide an example. | **2 Marks** | **L1** | **CO1** | | **4** | Name any 2 women entrepreneurs of India and their contribution | **2 Marks** | **L4** | **CO3** | | **5** | Explain the concept of biotechnology entrepreneurship. | **2 Marks** | **L2** | **CO2** | | **6** | Explain e-commerce, and how does it differ from traditional retail | **2 Marks** | **L2** | **CO2** | | **7** | Explain green ventures, and how do they contribute to sustainability | **2 Marks** | **L2** | **CO2** | | **8** | What is an initial public offering (IPO) as an exit strategy? | **2 Marks** | **L2** | **CO2** | | **9** | What is the duration of Copyright protection as per the Copyright Act? | **2 Marks** | **L1** | **CO1** | | **10** | Explain PESTEL Analysis | **2 Marks** | **L1** | **CO1** | |

**Part B**

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| **Answer the Questions Total 80 Marks** | | | | | |
| **11.** | | Discuss the key elements to be included in a founder’s agreement? | **10 Marks** | **L1** | **CO1** |
| **Or** | | | | | |
| **12.** | | Explain in detail various forms of Non-profit business | **10 Marks** | **L2** | **CO2** |
|  | |  |  |  |  |
| **13.** | | Explain the various types of Entrepreneurs | **10 Marks** | **L1** | **CO1** |
| **Or** | | | | | |
| **14.** | Do nonprofits require different licenses compared to for-profit businesses? Explain the various non-profit business organizations | **10 Marks** | **L2** | **CO2** |

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| **15.** | Explain the process of patent registration and state exceptions to it | **10 Marks** | **L1** | **CO1** |
| **Or** | | | | |
| **16.** | Explain environment feasibility in detail | **10 Marks** | **L1** | **CO1** |

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| **17.** | Explain the models of Digital Entrepreneurship | **15 Marks** | **L2** | **CO2** |
| **Or** | | | | |
| **18.** | Explain what the primary focus of causal entrepreneurship is compared to effectual entrepreneurship | **15 Marks** | **L2** | **CO2** |

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| **19.** | Explain various exit strategies for the business | **15 Marks** | **L4** | **CO3** |
| **Or** | | | | |
| **20.** | Explain Business Model Canvas used in the Lean Launchpad | **15 Marks** | **L4** | **CO3** |

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| **21.** | Explain the legal implications arose from the use of design patents in Apple's case against Samsung. Explain intellectual property audit and its importance and how database is protected under IPR | **10+10 Marks** | **L3** | **CO4** |
| **Or** | | | | |
| **22.** | An entrepreneur invests Rs 200,000 in a new biotech venture and expects to generate a profit of Rs 50,000 in the first year. What is the ROI for this investment? Discuss the steps to be taken to improve the ROI. | **10+10 Marks** | **L3** | **CO4** |

**\*\*\*\*\* BEST WISHES \*\*\*\*\***