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**PRESIDENCY UNIVERSITY**

**Bengaluru**

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| **End - Term Examinations – January 2025** |
| **Date:** 02 – 01- 2025 **Time:** 09:30 am – 12:30 pm |

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| **School:** SOCSE | **Program:** CSE / CCS /CEI | |
| **Course Code :** MGT2007 | **Course Name** : Digital Entrepreneurship | |
| **Semester:** VII | **Max Marks**: 100 | **Weightage:** 50% |

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| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
| **Marks** | **20** | **28** | **26** | **26** |

**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. (10 x 2Marks = 20Marks)** | **Bloom's Level** | **CO** |

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| **1** | What is Entrepreneurship? | **2 Marks** | **Remember** | **CO1** |
| **2** | Mention the 5 D’s of Entrepreneurship. | **2 Marks** | **Remember** | **CO1** |
| **3** | Interpret Value Engineering? | **2 Marks** | **Remember** | **CO2** |
| **4** | Define a System? | **2 Marks** | **Remember** | **CO2** |
| **5** | Mention any two Emerging Technologies for Entrepreneurship Development. | **2 Marks** | **Remember** | **CO3** |
| **6** | Mention the goal of Business Model. | **2 Marks** | **Remember** | **CO3** |
| **7** | Expand EBITDA. | **2 Marks** | **Remember** | **CO4** |
| **8** | Mention any two Customer Problem or Pain Point. | **2 Marks** | **Remember** | **CO4** |
| **9** | Analyze the meaning of Zen Thinking? | **2 Marks** | **Remember** | **CO1** |
| **10** | Narrate the meaning of Design Thinking. | **2 Marks** | **Remember** | **CO2** |

**Part B**

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| **Answer ALL the Questions. (5 x 7Marks = 35Marks)** | | | | **Bloom's Level** | **CO** |
| **11** | **a** | Explain the Cornerstones of Entrepreneurship with Diagram. | **7 Marks** | **Understand** | **CO1** |
| **Or** | | | | |
| **b** | Construct the Drivers of Market Economy with Diagram. | **7 Marks** | **Understand** | **CO1** |

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| **12** | **a** | Summarize the Design Principle**.** | **7 Marks** | **Understand** | **CO2** |
| **Or** | | | | |
| **b** | Evaluate the 5 steps of Design Thinking | **7 Marks** | **Understand** | **CO2** |

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| **13** | **a** | Explain Customer Acquisition Process with Diagram**.** | **7 Marks** | **Understand** | **CO3** |
| **Or** | | | | |
| **b** | Explain the Prerequisites of Financial Support with suitable example**.** | **7 Marks** | **Understand** | **CO3** |

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| **14** | **a** | Explain the Benefits of Estimating Market Size. | **7 Marks** | **Understand** | **CO4** |
| **Or** | | | | |
| **b** | Explain the Identification of Target Audience with Diagram**.** | **7 Marks** | **Understand** | **CO4** |

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| **15** | **a** | Measure the Customer Analysis with Diagram. | **7 Marks** | **Understand** | **CO1** |
| **Or** | | | | |
| **b** | Explain briefly about Market Analysis. | **7 Marks** | **Understand** | **CO1** |

**Part C**

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

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| **16** | Explain Lifecycle Model of Digital Entrepreneurship. | **15 Marks** | **Apply** | **CO2** |
| **17** | Explain briefly about Market Analysis. | **15 Marks** | **Apply** | **CO2** |
| **18** | Explain Value Creation Strategy with Chart**.** | **15 Marks** | **Apply** | **CO3** |
| **19** | Explain various factors for the Probability of success in Market Competition. | **15 Marks** | **Apply** | **CO4** |