



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.														
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End - Term Examinations – MAY 2025

Date: 20-05-2025

Time: 09:30 am – 12:30 pm

School: SOE	Program: B.Tech - ECE/EEE/MEC	
Course Code : MGT2007	Course Name: Digital Entrepreneurship	
Semester: VI	Max Marks: 100	Weightage: 50%

CO - Levels	C01	C02	C03	C04
Marks	20	28	26	26

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 2 marks.

10Q x 2M=20M

1.	What is Entrepreneurship?	2 Marks	L1	C01
2.	List out the 5 D's of Entrepreneurship.	2 Marks	L1	C01
3.	Recall the meaning of Value Engineering.	2 Marks	L1	C02
4.	What are the differences between Industrial Products and Consumer Products.	2 Marks	L1	C02
5.	Name any two Emerging Technologies for Entrepreneurship Development.	2 Marks	L1	C03
6.	What are the goals of Business Model?	2 Marks	L1	C03
7.	What does EBITDA stand for?	2 Marks	L1	C04
8.	What is the customer problem or “pain point”?	2 Marks	L1	C04
9.	Name any two key features of Entrepreneurship.	2 Marks	L1	C01
10.	What is Competitive Advantage?	2 Marks	L1	C01

Part B

Answer ALL the Questions. Each question carries 7 Marks.

Total Marks 35M

11.	a.	Outline the Cornerstones of Entrepreneurship with diagram.	07 Marks	L2	C01
Or					
12.	a.	Explain Zen Thinking with Suitable Diagram.	07 Marks	L2	C01
13.	a.	Summarize the five steps of design thinking and represent them with a diagram.	07 Marks	L2	C02
Or					
14.	a.	Outline the Roots of Competitive Advantage with Suitable Diagram.	07 Marks	L2	C02
15.	a.	Illustrate the Customer Acquisition Process with diagram.	07 Marks	L2	C03
Or					
16.	a.	Infer and explain the Six Hats of Entrepreneurial Thinking.	07 Marks	L2	C03
17.	a.	Outline the Benefits of Estimating Market Size.	07 Marks	L2	C04
Or					
18.	a.	Explain the various factors involved in targeting an audience using a diagram.	07 Marks	L2	C04
19.	a.	Demonstrate your understanding of Customer Analysis by explaining its process with diagram.	07 Marks	L2	C01
Or					
20.	a.	Interpret the Financial Analysis of Business with Suitable Example.	07 Marks	L2	C01

Part C

Answer any Three Questions. Each question carries 15 marks

3Q x 15M=45M

21.	a.	Identify the key elements involved in conducting a Market Analysis.	15 Marks	L3	C01
22.	a.	Apply the concept of the Business Value Chain by constructing a suitable diagram.	15 Marks	L3	C02
23.	a.	Identify the structure of the nine blocks of the Business Model Canvas using a diagram.	15 Marks	L3	C03
24.	a.	Apply any ten Entrepreneurial Skills and explain how each one contributes to success as an Entrepreneur.	15 Marks	L3	C04