



PRESIDENCY UNIVERSITY

BENGALURU

Roll No.																			
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Mid - Term Examinations – October 2025

Date: 11-10-2025

Time: 09.30am to 11.00am

School: SOE	Program: EEE / ECE / VLSI	
Course Code: MGT2007	Course Name: Digital Entrepreneurship	
Semester: V	Max Marks: 50	Weightage: 25%

CO - Levels	C01	C02	C03	C04	C05
Marks	26	24	-	-	-

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.

5Q x 2M=10M

1	What is Entrepreneurship?	2 Marks	L1	C01
2	Infer the 5 D's of Entrepreneurship.	2 Marks	L2	C01
3	Recall the meaning of Zen Thinking.	2 Marks	L1	C01
4	Interpret Value Engineering.	2 Marks	L2	C02
5	Define a System.	2 Marks	L1	C02

Part B

Answer ALL the Questions. Each question carries 10 marks.

4Q x 10M=40M

6.	Explain the Cornerstones of Entrepreneurship with Diagram.	10 Marks	L2	C01
Or				
7.	Extend the Drivers of Market Economy with Diagram.	10 Marks	L2	C01

8.	Outline the Design Principle with suitable examples.	10 Marks	L2	C02
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Or

9.	Summarize the 5 steps of Design Thinking.	10 Marks	L2	C02
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Or

10.	Contrast the Customer Analysis with Diagram.	10 Marks	L2	C01
11.	Demonstrate Market Analysis with suitable example.	10 Marks	L2	C01

Or

12.	Illustrate the Design Process with Diagram.	10 Marks	L2	C02
13.	Interpret the Business Value Chain with suitable examples.	10 Marks	L2	C02