| Roll No. | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|

# PRESIDENCY UNIVERSITY

## BENGALURU

| End - Term Examinations – December 2025 | |
|---|---|
| **Date:** 22-12-2025 | **Time:** 01:00pm – 04:00pm |

| | | |
|---|---|---|
| **School:** SOE | **Program:** EEE / ECE / VLSI | |
| **Course Code :** MGT2007 | **Course Name:** Digital Entrepreneurship | |
| **Semester**: V | **Max Marks:** 100 | **Weightage:** 50% |

| **CO - Levels** | **CO1** | **CO2** | **CO3** | **CO4** |
|---|---|---|---|---|
| **Marks** | **35** | **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 2marks.** **10Q x 2M=20M**

| | | | | |
|---|---|---|---|---|
| **1.** | What is Entrepreneurship? | **2 Marks** | **L1** | **CO1** |
| **2.** | Mention 5 D’s of Entrepreneurship. | **2 Marks** | **L1** | **CO1** |
| **3.** | Interpret Value Engineering. | **2 Marks** | **L2** | **CO2** |
| **4.** | Show any two differences between Industrial Products and Consumer Products. | **2 Marks** | **L1** | **CO2** |
| **5.** | List any two Emerging Technologies for Entrepreneurship Development. | **2 Marks** | **L1** | **CO3** |
| **6.** | Articulate the goal of Business Model. | **2 Marks** | **L1** | **CO3** |
| **7.** | Expand EBITDA. | **2 Marks** | **L1** | **CO4** |
| **8.** | Express any two Customer Problem or Pain Point. | **2 Marks** | **L1** | **CO4** |
| **9.** | Recall the meaning of Zen Thinking. | **2 Marks** | **L1** | **CO1** |
| **10.** | Narrate the meaning of Design Thinking. | **2 Marks** | **L1** | **CO1** |

## Part B

**Answer ALL the Questions. Each question carries 7 marks.** **5Q x 7M = 35M**

| | | | | |
|---|---|---|---|---|
| **11.** | The primary cornerstones of entrepreneurship generally include Innovation, Risk-Taking, Vision, and Organization (or People). These elements are interconnected and essential for building a successful and sustainable business. Relate the Cornerstones of Entrepreneurship with Diagram. | **07 Marks** | **L1** | **CO1** |
| | **Or** | | | |
| **12.** | A market economy is a dynamic system driven by several key factors that interact to determine the production, distribution, and pricing of goods and services. What are the Drivers of Market Economy with Diagram and suitable examples. | **07 Marks** | **L1** | **CO1** |

| | | | | |
|---|---|---|---|---|
| **13.** | Design Principle has the Phases like Understand/Observe, Visualize/Realize, Evaluating/Refining & Implement. Show the Design Principle with suitable examples. | **07 Marks** | **L2** | **CO2** |
| | **Or** | | | |
| **14.** | The Design Thinking framework, comprising five core phases (Empathize, Define, Ideate, Prototype, and Test), provides a human-centered approach to transforming a business concept into an innovative market solution. Explain the steps of Design Thinking with suitable examples. | **07 Marks** | **L2** | **CO2** |

| | | | | |
|---|---|---|---|---|
| **15.** | Customer Acquisition Process is one of blue print for Customer Development also. It is through Awareness, Nurturing, Desire, Purchase, Support, Loyalty and Advocacy. Apply the Customer Acquisition Process with Diagram. | **07 Marks** | **L3** | **CO3** |
| | **Or** | | | |
| **16.** | Prerequisites help to transform business idea into a hot product by indicating goodness of business plan. Identify the Prerequisites of Financial Support with suitable example. | **07 Marks** | **L3** | **CO3** |

| | | | | |
|---|---|---|---|---|
| **17.** | Estimating market size offers numerous benefits, providing critical, data-driven insights that help businesses move from mere guesswork to a robust, strategic plan. Contrast the Benefits of Estimating Market Size with examples. | **07 Marks** | **L2** | **CO4** |
| | **Or** | | | |
| **18.** | The identification of a target audience is a foundational step in marketing and involves a systematic process to define and understand the specific group of people most likely to be interested in a product or service. Summarize the Identification of Target Audience with Diagram. | **07 Marks** | **L2** | **CO4** |

| | | | | |
|---|---|---|---|---|
| **19.** | Customer Analysis involves gathering and interpreting data on their purchasing habits, interactions, and feedback to inform business decisions, such as developing products, personalizing marketing, and improving customer service. Relate the Customer Analysis Diagram with suitable example. | **07 Marks** | **L1** | **CO1** |
| | **Or** | | | |
| **20.** | A market analysis is a detailed assessment of a business's target market, the competitive landscape, and other external factors within a specific industry. Which are the elements influencing Market Analysis. Narrate with suitable example. | **07 Marks** | **L1** | **CO1** |

## Part C

**Answer any three Questions. Each question carries 15marks** **3Q x 15M=45M**

| | | | | |
|---|---|---|---|---|
| **21.** | Lifecycle Model is a methodology for assessing the environmental impacts of a product, process, or service across its entire life cycle, from raw material extraction to disposal. Show Lifecycle Model of Digital Entrepreneurship with examples. | **15 Marks** | **L1** | **CO1** |

| | | | | |
|---|---|---|---|---|
| **22.** | A business value chain is the sequence of activities a company performs to create a product or service, from start to finish, with the goal of adding value for the customer. Explain briefly about Business Value Chain. | **15 Marks** | **L2** | **CO2** |

| | | | | |
|---|---|---|---|---|
| **23.** | A value creation strategy is comprehensive approach a company uses to generate value for customers, stakeholders and itself by meeting market needs and exceeding expectations. Construct Value Creation Strategy with Chart. | **15 Marks** | **L3** | **CO3** |

| | | | | |
|---|---|---|---|---|
| **24.** | The probability of success in market competition is influenced by a combination of internal and external factors, primarily revolving around achieving a sustainable competitive advantage, meeting customer needs, and effective strategic management. Identify various factors for the Probability of success in Market Competition. | **15 Marks** | **L3** | **CO4** |

| | | | | |
|---|---|---|---|---|
| **25.** | A GAP analysis for general trends and industry analysis is a strategic process used to compare a company's current position and strategy against the backdrop of broader industry trends and future market expectations, to identify areas for improvement and competitive advantage. Find the GAP Analysis for General Trends and Industry Analysis. | **15 Marks** | **L1** | **CO1** |