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# PRESIDENCY UNIVERSITY

BENGALURU

## Make Up Examinations – December 2025

Date: 26 – 12- 2025

Time: 1.00pm to 04.00pm

<b>School:</b> SOE	<b>Program:</b> CSE / CCS / ECE		
<b>Course Code :</b> MGT113	<b>Course Name :</b> Digital Entrepreneurship		
<b>Semester:</b> MK	<b>Max Marks:</b> 100	<b>Weightage:</b> 50%	

CO - Levels	C01	C02	C03	C04
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 2 marks. (10Q x 2M = 20M)			Bloom's Level	CO
1	Define Entrepreneurship.	2 Marks	Remembering	C01
2	What is Competitive Advantage?	2 Marks	Remembering	C01
3	Narrate the meaning of Design Thinking.	2 Marks	Remembering	C02
4	Mention any two differences between Industrial Products and Consumer Products.	2 Marks	Remembering	C02
5	What is Business Model?	2 Marks	Remembering	C03
6	Mention any two Emerging Technologies for Entrepreneurship Development.	2 Marks	Remembering	C03
7	What is Market Competition?	2 Marks	Remembering	C04
8	Mention any two Customer Problem or Pain Point.	2 Marks	Remembering	C04
9	Mention the 5 D's of Entrepreneurship.	2 Marks	Remembering	C05
10	State any 2 Global Challenges for the 21 <sup>st</sup> Century for Digital Entrepreneurship.	2 Marks	Remembering	C05

### Part B

<b>Answer ALL the Questions. Each question carries 7 marks. (5Q x 7M = 35M)</b>				<b>Bloom's Level</b>	<b>CO</b>
<b>11</b>		Explain Zen Thinking with Suitable Diagram.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO1</b>
<b>Or</b>					
<b>12</b>		Construct the Creativity of Entrepreneurship with Suitable Diagram.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO1</b>
<b>13</b>		Elaborate the Goals of Business with your Modern Strategies.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO2</b>
<b>Or</b>					
<b>14</b>		Evaluate the Roots of Competitive Advantage with Suitable Diagram.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO2</b>
<b>15</b>		Explain Market Potentiality Analysis with Diagram.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO3</b>
<b>Or</b>					
<b>16</b>		Explain Critical Successful Factors of Digital Business Model.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO3</b>
<b>17</b>		Explain five Essentials for Evaluation of the Prospects of Proposed Venture.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO4</b>
<b>Or</b>					
<b>18</b>		Explain the Benefits of Estimating Market Size.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO4</b>
<b>19</b>		Measure the Financial Analysis of Business with Suitable Example.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO1</b>
<b>Or</b>					
<b>20</b>		Elaborate Digital Entrepreneurship with Diagram.	<b>7 Marks</b>	<b>Understanding</b>	<b>CO1</b>

### Part C

<b>Answer ALL the Questions. Each question carries 15 marks. (3Q x 15M = 45M)</b>				<b>Bloom's Level</b>	<b>CO</b>
<b>21</b>		Explain the Roots of Competitive Advantage with the Diagram.	<b>15 Marks</b>	<b>Applying</b>	<b>CO2</b>
<b>22</b>		Explain the MAP-STEPS for Formulation and Governance of Business in Digital Economy.	<b>15 Marks</b>	<b>Applying</b>	<b>CO3</b>
<b>23</b>		Explain any ten Entrepreneurial Skills to succeed as an entrepreneur.	<b>15 Marks</b>	<b>Applying</b>	<b>CO4</b>