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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 10/03/2026

Time: 02:00 PM - 03:30 PM

Course Code: MBA3051

Course Name: Entrepreneurship and Business Ethics

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	35	35

Part A: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
1	Entrepreneurs can be classified into different types based on their objectives, nature of innovation, and mode of operation. Summarize the importance of different types of entrepreneurs in the economy.	3	CO1	BT2
2	Entrepreneurs' characteristics play an important role in shaping entrepreneurial behavior and performance. Summarize the characteristics of entrepreneurship.	3	CO1	BT2
3	Entrepreneurship can be viewed from both social and economic perspectives. Explain how entrepreneurship contributes to both social and economic development.	3	CO1	BT2
4	Describe the role of leadership in the entrepreneurial journey, emphasizing key leadership qualities essential for success.	3	CO1	BT2
5	Describe the role of the government in supporting Entrepreneurs with relevant examples.	3	CO1	BT2

Part B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Effective leadership integrates vision, strategy, and execution into a coherent framework. Explain the concept of Vision in the Vision-Strategy-Execution Triad and its relevance to leadership.	10	CO1	BT2
7	The entrepreneurial journey involves a series of systematic steps that transform a business idea into a successful enterprise. Explain the steps involved in the entrepreneurial journey.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Interpret the entrepreneur's use of the Business Model Canvas as a dynamic tool for iteration and adaptation in response to changing market conditions. Apply the Business Canvas Model to a start-up offering an online food delivery service.	10	CO2	BT3
9	A start-up offering an online learning platform faces frequent changes in customer needs and competition. Apply the Business Canvas Model to manage and improve its business model.	10	CO2	BT3

Part D: Answer Following Questions. 15 M

Qn.No	Questions	M	CO	BT
10	<p>Meera, a commerce graduate, started a small home-based bakery called Sweet Crumbs. Initially, she baked cakes and cookies on order and sold them through word-of-mouth and social media. Although demand slowly increased, Meera faced confusion regarding pricing, customer targeting, and managing costs. She decided to use the Business Canvas Model (BCM) to clearly understand her business structure and improve decision-making.</p> <p>She first identified her customer segments as college students, working professionals, and families ordering for small celebrations. Her value proposition was defined as “fresh, customized, and affordable homemade bakery products.” She used channels such as WhatsApp, Instagram, and home delivery to reach customers. For customer relationships, she relied on personal interaction and repeat orders through loyalty discounts.</p> <p>In terms of revenue streams, Meera earned from direct sales of cakes and cookies. The key resources included her baking equipment, raw materials, and baking skills. Her key activities were baking, packaging, and order management. She partnered with local grocery stores and delivery agents as her key partners. The cost structure consisted of ingredients, electricity, packaging, and delivery charges.</p> <p>By mapping her business on the canvas, Meera clearly understood how different elements were connected. She realized that her costs were high due to small-scale purchases of raw materials and irregular demand. Using this insight, she negotiated bulk purchases with suppliers and introduced combo offers to increase order size. She also redesigned her value proposition by adding “eggless and sugar-free options,” attracting health-conscious customers.</p> <p>The significance of the Business Canvas Model became clear when Meera wanted to expand. Instead of writing a long business plan,</p>	15	CO2	BT3

she modified the canvas to test a new idea of selling packaged cookies through retail shops. This helped her analyze new customer segments, additional partners, and revised cost and revenue structures before investing heavily.

Over time, Sweet Crumbs grew into a profitable micro-enterprise. The Business Canvas Model helped Meera visualize her business on one page, understand strengths and weaknesses, and make improvements in a systematic manner. It served not only as a planning tool but also as a continuous improvement framework for her entrepreneurial journey.

Questions (with short answers)

Q1. Apply the Business Canvas Model to explain Meera's understanding and organization of her business activities.

Q2. Demonstrate the use of the Business Canvas Model for business expansion in Meera's case.

Q3. Using the Business Canvas Model, illustrate one improvement Meera introduced in her business.