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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: 14/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: MGT2007

Course Name: Digital Entrepreneurship

Semester: Second Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	46	44

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	List out any two features of Entrepreneurship.	2	CO1	BT1
2	Recall the the meaning of Blue Seed.	2	CO1	BT1
3	What are the 5 D's of Entrepreneurship?	2	CO1	BT1
4	What is Value Engineering ?	2	CO2	BT1
5	Define a System.	2	CO2	BT1

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Outline the GAP Analysis with a suitable example.	10	CO1	BT2
7	Apply cornerstones of entrepreneurship by illustrating them with a diagram.	10	CO1	BT3

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	Interpret the concept of value creation by representing it with a diagram and explaining each component with an example.	10	CO2	BT2
9	Identify the stages of the lifecycle model of digital entrepreneurship and illustrate each stage with a diagram and example.	10	CO2	BT3

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	Apply the concept of lean management by illustrating a business plan with a diagram.	10	CO2	BT3
11	Summarise the Domestic Products with Diagram.	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	Apply market analysis by illustrating it with a diagram and explaining each component with a suitable example.	10	CO1	BT3
13	Identify the drivers of a market economy and illustrate them with a diagram, explaining each driver with an example.	10	CO1	BT3