Roll No											

PRESIDENCY UNIVERSITY

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Bengaluru

Even Semester End Term Examination, May / June 2026		
Date: 30/05/2026		**Time: 01.00 PM - 04.00 PM**
Course Code: MGT2007	**Course Name: Digital Entrepreneurship**	
Semester: Second Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3	CO4
Marks	**68**	**36**	**40**	**36**

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Define Entrepreneurship.	2	CO1	BT1
2	List the five D's of entrepreneurship.	2	CO1	BT1
3	Recall the meaning of Zen Thinking.	2	CO2	BT1
4	Define a System.	2	CO2	BT1
5	Interpret opportunity v/s clarity diagram .	2	CO3	BT2
6	List the four steps of value realisation strategy.	2	CO3	BT1
7	What are the benefits of estimating the market size?	2	CO4	BT1
8	What is the full form of EBITDA?	2	CO4	BT1
9	Digital technologies are critical in achieving the 17 Sustainable Development Goals. Interpret any two SDGs in brief.	2	CO3	BT2
10	List any two goals of a business model.	2	CO3	BT1

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	State the meaning of Cornerstones of entrepreneurship with suitable diagram.	6	CO1	BT1
11.b	Cornerstones represents four support pillars of business. Explain in detail.	10	CO1	BT1
12.a	Illustrate the drivers of a market economy with a suitable diagram.	6	CO1	BT2

12.b	Drivers of a market economy represent the catalysts of doing business. Outline the same in detail.	10	CO1	BT1

Part C: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13.a	Explain the meaning of business value chain with a suitable diagram.	6	CO2	BT2
13.b	Business value chain consists of primary business processes and secondary support systems. Interpret this statement in detail.	10	CO2	BT1
14.a	Design thinking consists of five different steps, sketch the diagram for the same.	6	CO2	BT1
14.b	The five steps in design thinking give an idea of how to start a business and which steps to follow in order. Apply this concept in detail with suitable examples.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15.a	MAP-STEPS are important framework for digital business, sketch the appropriate diagram for the same.	6	CO3	BT1
15.b	MAP-STEPS is a model that helps entrepreneurs plan, build, and manage their business in the digital economy. It has three main stages: Knowing, Doing, and Assessing. Interpret these phases in detail with suitable examples.	10	CO3	BT2
16.a	What is the customer acquisition process? Illustrate it with a suitable diagram.	6	CO3	BT1
16.b	Imagine a business that has launched a coffee shop mobile app where customers can order coffee online. Explain in detail about the customer acquisition process with the approriate examples.	10	CO3	BT2

Part E: Answer Any 1 Following Questions. 16 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17.a	Meesho is a fast-growing social commerce platform in India that enables small resellers to sell products via WhatsApp and Instagram. Competing with Amazon and Flipkart, it adopted a low-cost strategy focused on Tier 2 and Tier 3 cities. It relies on word-of-mouth marketing, referral programs, and affordable pricing instead of heavy advertising. Over time, it improved brand building, delivery, and customer experience to sustain growth. Apply how competition from Amazon and Flipkart has influenced Meesho's marketing approach with examples from the case.	6	CO4	BT3
17.b	With respect to the above case study, Critically evaluate Meesho's	10	CO4	BT3

	marketing and competitive strategy. In your opinion, can Meesho sustain its position in the long run against strong competitors? Justify your answer.			
18.a	Nykaa is a leading beauty and personal care e-commerce platform in India competing with Amazon, Flipkart, and Myntra. It focuses on premium branding, authentic products, and content-driven marketing instead of heavy discounting. Nykaa follows an omnichannel strategy by combining online sales with physical stores. Increasing competition has led to price pressure, forcing Nykaa to invest in brand building, exclusive launches, and private labels to stay competitive. Identify the competitive challenges faced by Nykaa and explain how they influence its marketing decisions.	6	CO4	BT3
18.b	Interpret Nykaa's marketing strategies in comparison to its competitors. Suggest how Nykaa can maintain a competitive advantage in the future.	10	CO4	BT3

Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	GAP analysis is important form of analysis for any business, sketch the diagram for the same.	6	CO1	BT1
19.b	Industry analysis and general trends are the key components of GAP analysis. Explain in detail.	10	CO1	BT2
20.a	Market analysis helps in understanding customers and recent trends. Illustrate the diagram of market analysis.	6	CO1	BT1
20.b	Define market analysis and explain its different components in detail.	10	CO1	BT2