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Even Semester End Term Examinations, May / June 2026		
Date: 15/05/2026		**Time: 01.00 PM - 04.00 PM**
Course Code: MBA3051	**Course Name: Entrepreneurship and Business Ethics**	
Semester: Fourth Semester	**Max. Marks: 100**	**Weightage: 50%**

CO - Levels	CO1	CO2	CO3	CO4
Marks	35	35	35	35

Part A: Answer Following Questions. 30 M

Qn.No	Questions	M	CO	BT
1	In a broader sense, what people consider an entrepreneur can vary. Some scholars strictly differentiate between entrepreneurs and small business owners. Others acknowledge that a small business owner may also be an entrepreneur—they are not mutually exclusive. Identify common frameworks used to shape an entrepreneurial venture.	3	CO1	BT1
2	Before you create your path, a key action in the entrepreneurial process is developing your entrepreneurial mindset. Recall that an entrepreneurial mindset is about being open, self-reflective, and honest about what you are willing to do and capable of doing to achieve success. Explain the importance of being self-reflective and honest before, during, and after starting an entrepreneurial journey.	3	CO1	BT2
3	One sure pathway to entrepreneurship is to jump in with both feet and experience the process by launching a venture. Although this may seem like a big leap or you may feel you are not ready, remember that entrepreneurship is an experiential discipline that can be understood fully only through hands-on experiences. Giving importance to the above statement, explain how focusing on a target market assists with the development or adjustment of an idea.	3	CO1	BT2
4	List five strengths that you currently possess. Remember what your friends or family believe you are good at doing. Think about what achievements you have accomplished, what compliments you have received, and what people say about you. Answering the questions will help you identify your entrepreneurial strengths. a. List five ideas that are related to your strengths.	3	CO1	BT1

5	In the mid-1970s, the promises of corporate life began to lose their appeal to entrepreneurial-minded individuals. One change was the established corporations’ shift in focus on innovations from research and development departments to internal entrepreneurial activities by intrapreneurs. Explain the difference between a corporate entrepreneur and an intrapreneur.	3	CO1	BT2
6	Direct businesses are the most common and involve one-sided actors—that is, users—becoming your customers. A coffee shop is a classic example; other examples include retail stores, software as a service (SaaS), many mobile apps, hardware stores, and stores that sell physical goods. Think of a direct business you like and describe how the business canvas model generates sales.	3	CO2	BT2
7	While identifying problems is a necessary part of the origin of the entrepreneurial process, managing problems is an entirely different aspect once a venture is off the ground and running. Examine if it is important for the entrepreneur to understand and develop all the problem-solving skills to manage a successful startup.	3	CO2	BT3
8	The value proposition is a summary statement that conveys the benefits of your product, service, or unique business process/model provides to customers. This relates to the perspective of problem-solving. Describe an appropriate value proposition for a new business idea.	3	CO2	BT2
9	Aspiring entrepreneurs can come up with ideas all day long, but not every idea is necessarily a good idea. For an idea to be worth pursuing, we must first determine whether the idea translates into an entrepreneurial opportunity. Explain the difference between an idea and an entrepreneurial opportunity.	3	CO2	BT2
10	A young, very creative, artistic woman wants to start her own graphic design business. If she is out of the office looking for new clients, she is not producing any work that generates income. Prepare a plan for her potential options.	3	CO2	BT3

Part B: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
11	In classical Greece, Plato supported the nature argument, whereas Aristotle believed in the nurture perspective. During the eighteenth-century Enlightenment period, Immanuel Kant and John Locke argued their views. Kant firmly believed that obedience was the expected and desired behavior, whereas Locke believed in allowing some degree of freedom and creativity. Think about yourself within the context of the “nature or nurture,” “born or made” argument. Explain your opinion of these perspectives, combining your own potential as an entrepreneur.	10	CO1	BT2
12	Angad Daryani, a young serial inventor, left school in the ninth grade to join the Media Lab at MIT, where he worked on an industrial-scale air filter to clean pollutants and carcinogens from the air. Considering his focus on improving the lives of people, explain some other products that would fit his mission.	10	CO1	BT2

Part C: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
13	Prepare a Brief Business Plan: Fill out a canvas of your choosing for a well-known startup: Zomato, Flipkart, BigBasket, Meesho, Airbnb, Biju's, Zepto, or any of the companies that were discussed in your class. Then create a brief business plan for that business. 1. Although these companies are well established, apply your knowledge to identify and explain one aspect you would recommend changing to ensure their future sustainability and growth. 2. Prepare a contingency plan for a "what-if" scenario if one key aspect of the company or the environment it operates in were drastically altered.	10	CO2	BT3
14	Tesla was incorporated in 2003 with the mission of "accelerating the world's transition to sustainable transport." Unlike the traditional automotive manufacturing business model that depends on collaborative manufacturing, third-party distribution, and revenue from custom-equipped add-on features, Tesla has adopted a different approach in the automotive sector. Examine Tesla's business model and discuss at least three ways in which it differs from the traditional automotive business model.	10	CO2	BT3

Part D: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
15	Open innovation means more than searching online for others who are attempting to solve the same problems you are and trying to take inspiration from other corporations and other entrepreneurs. It also involves forming partnerships, supporting new ventures, investing in business accelerators, and acquiring firms that innovate in ways that are valuable to your firm or to your entrepreneurial effort (assuming you can raise the capital to acquire a firm while you develop your invention). Think of an example of a firm that has engaged in all of these practices. 1. Analyze the factors that drive the different modes of open innovation. 2. Determine the situations in which they are ethically appropriate and those in which they are ethically inappropriate.	10	CO3	BT3
16	As innovations in artificial intelligence, robotics, and other technology bring us virtual assistants, wearable health tech, autonomous vehicles, and more, many industries are transforming rapidly. While these new technologies have brought unimaginable benefits, they are also disrupting many industries and changing the structure of the workforce. Many signs point to growing automation across a variety of industries in the coming decades. In many cases, disruptive technologies will force people to innovate. Based on the	10	CO3	BT3

	DICEE (Define-Ideate-Create-Evaluate-Execute) model, explain how humans will be needed on the design side of innovation to create human-centric products. Illustrate the ways in which you can create a career that is “disruption-proof”.			

Part E: Answer Any 1 Following Questions. 10 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
17	In 2017, it became apparent that Wells Fargo had created over 2 million falsified customer accounts without the customers’ consent, approval, or knowledge. John Stumpf, Wells Fargo CEO, who resigned amid this scandal, denied any leadership involvement and wrongdoing. He blamed his employees and fired over 5,300 employees over this scandal. Research this case and answer the following questions. 1. Describe organizational and company-culture factors that convinced employees to create false accounts. 2. Explain the reasons why the employees did not question the leadership.	10	CO4	BT2
18	John Rawls’s concept of the “original position” suggests that individuals make decisions without knowing what position they will occupy in society in the future. Considering that everyone is likely to become part of the elderly population at some stage in life, analyze the kinds of social and economic conditions that should be established to ensure care and security for senior citizens. In your answer, explain what individuals may need to sacrifice to support such a system and examine whether people should contribute to healthcare systems that also provide coverage to individuals who are less health conscious.	10	CO4	BT2

Part F: Answer Following Questions. 30 M				
Qn.No	**Questions**	**M**	**CO**	**BT**
19	Ride-sharing services disrupted the traditional taxicab business by providing a mobile platform that connected ride-seeking consumers with drivers willing to provide transportation. In rapidly becoming the market leader of ride-sharing services, Uber became the poster child for disruptive innovation. A customer using a ride-sharing service like Uber or Ola no longer had to wave down a cab on the street, nor did she need cash in hand anymore, through its mobile payment system within the app. An Uber ride usually costs less than a regular cab ride. Ride-sharing services also offer more versatility in choices and greater overall convenience. Now Uber continues to evolve its model, adding options like Uber Eats and Uber Copter. 1. Critically examine how Uber fulfills different customer “jobs to be done” and evaluate the effectiveness of its solutions in addressing customer needs.	15	CO3	BT3

	2. Analyse what areas of a taxi cab’s business model Uber disrupt.			
20	In 2017, from mid-May to July, hackers gained unauthorized access to servers used by Equifax, a major credit reporting agency, and accessed the personal information of nearly one-half of the US population. Equifax executives sold off nearly $2 million of company stock they owned after finding out about the hack in late July, weeks before it was publicly announced on September 7, 2017, in potential violation of insider trading rules. The company’s shares fell nearly 14 per cent after the announcement, but few expect Equifax managers to be held liable for their mistakes, face any regulatory discipline, or pay any penalties for profiting from their actions. To make amends to customers and clients in the aftermath of the hack, the company offered free credit monitoring and identity-theft protection. On September 15, 2017, the company’s chief information officer and chief of security retired. On September 26, 2017, the CEO resigned, days before he was to testify before Congress about the breach. Numerous government investigations and hundreds of private lawsuits have been filed as a result of the hack. Equifax will pay at least $650 million, with the possibility of more, to resolve most claims stemming from the data breach. The settlement covers 147 million consumers, just under one-half of the population of the United States. 1. Identify and explain the elements of this case that may involve issues related to legal compliance. 2. Explain the elements that are acting legally but not ethically. 3. Describe what ethical behavior and personal integrity would look like in this situation.	15	CO4	BT2