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**PRESIDENCY UNIVERSITY
BENGALURU**

School of Management

Mid-Term Examinations - March 2024

Odd Semester: I MBA BATCH 2023

Course Code: MBA3051

Course Name: Entrepreneurship & Business Ethics

Department: SOM

Date: DD/Month/2024

Time: 00:00am – 00:00pm

Max Marks: 50

Weightage: 25%

Instructions:

- (i) Read the all questions carefully and answer accordingly.
- (ii) Do not write any information on the question paper other than roll number.
- (iii) Scientific and non-programmable calculators are permitted.
- (iv) Question paper consists of 3 parts.

PART A

Answer all the Questions. Each question carries 2 marks.

(6Qx 2M= 12M)

1. Question (CO:1) [Knowledge]
Explain Briefly Social and Economic perspective of Entrepreneurship. Give two examples.
2. Question (CO: 1) [Knowledge]
Define Entrepreneurship and state any three types.
3. Question (CO:1) [Knowledge]
Explain the significance of the entrepreneurial trinity in the start-up journey.
4. Question (CO: 2) [Knowledge]
Entrepreneurship is a process that can be conceptualized as involving inputs and outputs. An integrative model of entrepreneurship is presented that incorporates input-output perspective with the notion of entrepreneurial intensity. Describe the integrative model of entrepreneurial inputs and outcomes.
5. Question (CO: 2) [Knowledge]
The Government of India has launched several incentive schemes to encourage entrepreneurship and promote the growth of startups in the country. Outline any one GOI initiative.
6. Question (CO: 2) [Knowledge]
Post covid, a new normal created a surge in startups and entrepreneurship. In this context identify steps you can take to become an entrepreneur.

PART B

Answer all the Questions. Each question carries 10 marks.

(3Qx 8M= 24M)

7. Question (CO: 1 [Comprehension])

A prototype in Design Thinking is “A simulation or sample version of a final product, which is used for testing prior to launch.” Distinguish Prototyping as a technique for the generation of the innovative product starting from new ideas.

8. Question (CO: 1 [Comprehension])

Mitti Cool” makes clay products and clay pots that lead to a healthy, natural life and also revive our rich tradition. It is all about re-growing these rich lost roots of Indian culture into the modern environment. Mitticool prides its initiative on preserving our old preserving culture and is an initiative by Mansukhbhai Prajapati who hails from Wankaner, Gujarat, from a potter’s family. His dream child, Mitti Cool, is an attempt towards connecting mankind more irrevocably with clay and soil. He is already paving the way for Mitti Cool to go both national as well as international.

Classify whether Mansukhbhai a businessman or an entrepreneur? Differentiate between a traditional businessman and an entrepreneur. Describe the essential skills for an entrepreneur?

9. Question (CO: 2 [Comprehension])

Discuss core process of traditional leadership and governance framework.

PART C

Answer the following Questions.

(1Qx 14M= 14M)

10. Question (CO: 2 [Application])

"Apply the Business Model Canvas developed by Alexander Osterwalder to analyze and develop the business models of three distinct companies from different industries. Discuss how each company strategically connects the nine blocks of the canvas to create value, generate revenue, and sustain competitive advantage. Evaluate the effectiveness of the chosen business models and propose potential improvements or innovations."