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Bengaluru

Mid Term Examinations - October 2026

Date: 06/10/2026 **Time:** 09:30 AM - 11:00 AM

Course Code: BBA1035 **Course Name:** Digital Entrepreneurship

Semester: Seventh Semester **Max. Marks:** 50 **Weightage:** 50%

CO - Levels	CO1	CO2
Marks	44	46

PART A: Answer Following Questions. 10 M

Q.N.	Questions	M	CO	BT
1	Define Burn Rate and Cash Runway as used in financial analysis for digital startups.	2	CO1	BT1
2	State the three sequential stages in the journey from an abstract thought to a scalable business.	2	CO1	BT1
3	1. Define Disruptive Technology and provide one real-world example.	2	CO2	BT2
4	List four prerequisites of financial support required to demonstrate venture readiness to institutional investors	2	CO2	BT2
5	Differentiate between an Empathy Map and a Customer Journey Map in the Design Thinking process.	2	CO2	BT2

PART B : Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
6	◦ i. Explain the three main categories of Digital Ventures (Fully Digital, Partially Digital / Platform, and Digital Infrastructure) with suitable real-world examples for each. (5 Marks) ◦ ii. Contrast Drivers and Enablers of digital business, providing two examples for each category. (5 Marks)	10	CO1	BT1
7	• i. Describe the Gap Analysis framework used by digital entrepreneurs to identify unserved market needs. (5 Marks) • ii. Explain how No-Code Development Environments (e.g., Bubble, Softr, Glide, Zapier) empower non-technical entrepreneurs to build functional applications. (5 Marks)	10	CO1	BT1

PART C: Answer Any 1 Following Questions. 10 M

Q.N.	Questions	M	CO	BT
8	◦ i. Detail the three stages of the Zest to Zoom Framework (Zest, To, and Zoom) tracking startup growth. (5 Marks) ◦ ii. Explain how Zen Thinking (First-Principles Thinking, Mindful Focus, Emotional Equilibrium, and Detachment from Failure) guides entrepreneurial decision-making. (5 Marks)	10	CO1	BT1
9	• i. Elaborate on the five phases of the Lifecycle Model of Digital Entrepreneurship from Discovery to Maturity & Exit. (6 Marks) • ii. Explain how Customer Perceived Value is calculated and why maintaining an LTV/CAC≥*3* ratio is vital for venture viability. (4 Marks)	10	CO1	BT1

PTO (Please Turn Over)

PART D: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
10	◦ i. Explain the concept of Value Engineering (VE), state its core formula, and discuss how businesses optimize product performance relative to cost. (5 Marks) ◦ ii. Compare Architectural Innovation and Disruptive Innovation in terms of market application, core technology, and strategic impact. (5 Marks)	10	CO2	BT2
11	• i. Walk through the 5 Phases of Design Thinking (Empathize, Define, Ideate, Prototype, Test) and explain the role of "How Might We" (HMW) statements. (6 Marks) • ii. Explain how Digital Platforms leverage network effects to reduce transaction friction across multi-sided markets. (4 Marks)	10	CO2	BT2

PART E: Answer Any 1 Following Questions. 10 M				
Q.N.	**Questions**	**M**	**CO**	**BT**
12	◦ i. Discuss how Emerging Technologies (Artificial Intelligence, Internet of Things, Blockchain, and Cloud Computing) convert unstructured data into actionable business models. (6 Marks) ◦ ii. Explain how modern ventures align growth with the United Nations Sustainable Development Goals (SDGs) to satisfy ESG investor requirements. (4 Marks)	10	CO2	BT2
13	• i. Outline the 6 Prerequisites of Financial Support necessary for securing institutional or angel funding. (6 Marks) • ii. Explain the step-by-step mechanism of how disruptive entrants start in low-end/overlooked markets and eventually displace market leaders, using a real-world case example. (4 Marks)	10	CO2	BT2