PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING

TEST 1

Winter Semester: 2021 - 22

Course Code: MBA 2015

Course Name: Digital Entrepreneurship

Program & Sem: B.Tech & 4th Sem

Date: 27 April 2022

Time: 03:00 PM to 04:00 PM

Max Marks: 30

Weightage: 15%

Instructions:
(i) Read the all questions carefully and answer accordingly. All parts are compulsory.

Part A [Memory Recall Questions]

Answer both the Questions. Each question carries FOUR marks.   (2Qx 4M= 8M)

1. With the help of the Conceptual diagram of the Lasting Value Creation Zone, write the

   Features of the lasting value in Entrepreneurship?   (C.O.No.1) [Knowledge]

2. List the 5 Ds of Entrepreneurship?   (C.O.No.1) [Knowledge]

Part B [Thought Provoking Questions]

Answer both the Questions. Each question carries SIX marks.   (2Qx6M=12M)

3. From the HBR Article "The Global Entrepreneur",

   What are the key challenges the start-ups face when they are born global?

                                                               (C.O.No.1) [Comprehension]

4. From the HBR Article "What Entrepreneurs Get Wrong",

   What are the 5 mistakes that most of the Entrepreneurs make?

                                                               (C.O.No.1) [Comprehension]

Part C [Problem Solving Questions]

Answer the Question. The question carries TEN marks.   (1Qx10M=10M)

5. Draw neatly and legibly the Life-cycle Model diagram of the Digital Entrepreneurship.

                                                               (C.O.No.1) [Comprehension]

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING

TEST 2

Winter Semester: 2021 - 22

Course Code: MBA 2015

Course Name: Digital Entrepreneurship

Program & Sem: B.Tech (All Branches) & IV Sem

Date: 02/JUNE/2022

Time: 03:00 PM - 04:00 PM

Max Marks: 30

Weightage: 15%

Instructions:
  (ii) Read the all questions carefully and answer accordingly. All parts are compulsory.

Part A [Memory Recall Questions]

Answer both the Questions. Each question carries FOUR marks.   (2Qx4M=8M)

1. Depict the 5 steps of the Design thinking?   (C.O.No.2) [Knowledge]

2. Give an outline of the Phase 0 of the Design Principle?   (C.O.No.2) [Knowledge]

Part B [Thought Provoking Questions]

Answer both the Questions. Each question carries SIX marks.   (2Qx6M=12M)

3. From the HBR Article "How to Negotiate with VCs",
   (a) What are the different factors that one must consider while negotiating with VCs?

                                                                  (C.O.No.2) [Comprehension]

4. From the HBR Article "How to Launch your Digital Platform",
   (a) What are the questions one must ask before Launching the Digital Platform?

                                                                  (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer the Questions. Each question carries TEN marks.   (1Qx10M=10M)

5. Draw neatly and legibly the Business Value Chain and explain the Primary Business Processes.   (C.O.No.2) [Application]

Roll No ☐☐☐☐☐☐☐☐☐☐

PRESIDENCY UNIVERSITY
BENGALURU

SCHOOL OF ENGINEERING

END TERM EXAMINATION

Winter Semester: 2021 - 22

Course Code: MBA 2015

Course Name: Digital Entrepreneurship

Program & Sem: B.Tech – IV Sem

Date: 1st July 2022

Time: 09:30 AM to 12:30 PM

Max Marks: 100

Weightage: 50%

Instructions:

(iii) Read the all questions carefully and answer accordingly.

(iv) All parts are compulsory.

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries FIVE marks.   (5Qx 5M= 25M)

1. Write the 5 steps of Entrepreneurial Innovation Process?   (C.O.No.1) [Knowledge]

2. List the different phases of Design Principle.   (C.O.No.2) [Knowledge]

3. List the steps involved in Idea Generation to Implementation.   (C.O.No.2) [Knowledge]

4. Mention the 5 steps of Target fixation?   (C.O.No.3) [Knowledge]

5. What is Probability of Success (Ps)? What is its range? What is the Ps when the risks are high?

         (C.O.No.3) [Knowledge]

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries TEN marks.   (3Qx10M=30M)

6. From the HBR Article "Test for the Faint hearted",

    What are the Questions a Faint hearted person must answer to become an Entrepreneur?

         (C.O.No.1) [Comprehension]

7. From the HBR Article "Why the Lean Start-up Changes Everything?"

    Differentiate between Lean start-up and Traditional Businesses? (C.O.No.2) [Comprehension]

8. According to the HBR Article "Six Myths About Venture Capitalists",

   What are the six common myths that the Author advises an aspiring Entrepreneur not

   to Fall victim to? (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks. **(3Qx15M=45M)**

9. *Venture - Aquapure: A New Drinking Water Bottle Company in India* (C.O.No. 3) [Application]

(i) Target Market Size = 40% of 1.4 billion Indian Population
(ii) Everyone Needs to Drink 2 Liters of Water / Day = Q
(iii) Market Price of 1 Liter Drinking Water = ₹ 10 = P
(iv) Company wishes to capture 1% of Market Share on Market Size = F_D
(v) Probability of Success is 60%
(vi) You wish to have a Profit / Litre of Drinking Water at ₹ 1 (Rs.1)

a) Calculate the Market Size of Bottled Drinking Water

b) Calculate the Size of Your Market Share in ₹

c) Calculate the Expected Yearly EBITDA for ₹ 1 Margin Per 1 Liter Bottle.

d) Calculate the EAITDA of 3% on yearly EBITDA.

10. Draw and explain the Phase 2 of Life-cycle Model diagram of the Digital Entrepreneurship.

   (C.O.No. 1) [Application]

11. Develop a 9 Block Business Model Canvas for Your Business Idea.

   (C.O.No. 3) [Application]