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**PRESIDENCY UNIVERSITY  
BENGALURU  
SCHOOL OF MANAGEMENT**

**TEST 1**

**Winter Semester:** 2021 - 22

**Course Code:** MGT142

**Course Name:** Entrepreneurship Development

**Program & Sem:** BBA/BAV & IV Sem

**Date:** 25<sup>th</sup> April 22

**Time:** 3.00 PM to 4.00 PM

**Max Marks:** 30

**Weightage:** 15 %

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**Instructions:**

*Read the all questions carefully and answer accordingly.*

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**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries ONE mark.**

**(10Qx1M=10M)**

1. Who is an imitative Entrepreneur? (C.O.1) (Knowledge)
2. Dairy & Agro based products are considered under \_\_\_\_\_  
a) Rural Entrepreneurship b) Women Entrepreneurship c) Social Entrepreneurship  
d) Educational Entrepreneurship. (C.O.1) (Knowledge)
3. Raghu wants to start a business. So he wanted to confirm the economic factors which affects in business. Those factors are \_\_\_\_\_  
a) Labor b) Infrastructure c) Capital d) all the above (C.O.1) (Knowledge)
4. The company uses AI and robotics to efficiently grow the paddy without pesticides is  
a) Climate tech Company b) Niche Marketing c) Green Business d) all the above  
(C.O.1) (Knowledge)
- 5). Environmental Factors consist of \_\_\_\_\_  
a) Politics b) Legislation c) Society & Culture d) All the above (C.O.1) (Knowledge)
- 6) In the First Level , Attributes act as the natural indicators which help in understanding the likelihood of a person to become an entrepreneur.  
a) True b) False (C.O.2) (Knowledge)
- 7) Entrepreneur is taking risk for cybersecurity when the business takes place in E-Commerce Platform. The risk is \_\_\_\_\_  
a) Financial Risk b) Marketing Risk c) Technology Risk d) All the above  
(C.O.2) (Knowledge)
- 8) What is entrepreneurial Leadership? (C.O.2) (Comprehensive)
- 9) Who is an Inventor? (C.O.2) (Comprehensive)

10). Raghu is an entrepreneur; he always concentrates on the strategy to innovate marketing process based on the trend. His entrepreneurship competency is \_\_\_\_\_

- a) Planner b) Strategist c) Self- Belief d) Quality of Work

(C.O.2) (Knowledge)

### Part B [Thought Provoking Questions]

**Answer both the Questions. Each question carries FIVE marks.**

**(2Qx5M=10M)**

11. Steve Jobs, CEO of Apple Computer and Pixar Animation Studios, began his commencement address at Stanford University by admitting he was a college dropout. One of the courses that interested Jobs was calligraphy. Learning how to create beautiful letters didn't seem like a very practical skill at the time, but ten years later, when he was developing the first Macintosh computer, Jobs drew on that calligraphy experience to incorporate multiple typefaces and proportionally spaced fonts as two of the Mac's most distinctive features. His competitor, Microsoft, was then quick to add those elements to its Windows operating system. As Jobs reflected in his Stanford speech, "If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do." The life lesson he extracts from this experience is that individuals must be willing to trust their gut instincts when they make choices, and believe that those choices (or "dots") will somehow connect to their future.

a. Explain the qualities to become an entrepreneur from the case. (2.5 Marks)

b. Describe "Education influence entrepreneurs". (2.5 Marks)

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

12. When Zomato launched, it aimed to be the best restaurant search and discovery platform. It had the names of various restaurants, their menu, their prices, reviews and other details. It provided in-depth information of over 1.4 million restaurants across 23 countries. Over the years, it has converted itself into an online food delivery platform. People can now order food from the restaurants near them using their app or website. Zomato has put in a lot of efforts in SEO. Digital Marketing Strategies of Zomato are Search Engine Optimization, Paid Advertising, Social Media Marketing, Keywords on the web pages, Backlinks, Keywords in URL. Zomato's Digital Marketing Strategy will have to keep changing according to the current trends. They will have to find new ways to attract their consumers' attention.

a. Explain the major role played by Internet of Things in business (2.5 Marks)

b. Infer your points "it's a right strategy according to the trend after knowing Zomato case" (2.5 Marks)

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

### Part C [Problem Solving Questions]

**Answer the Question. Question carries TEN marks.**

**(1Qx10M=10M)**

There is a serious dearth of quality health care in the rural and far-flung areas of India with immense scope of application of technology in the sector. iKure, founded by Sujay Santra in 2010, a social venture aims to provide tech-based affordable primary health care which can be easily accessed by people alongside providing a platform in which the doctor-patient communication continues past the four walls of the clinic. iKure aspire to offer a community driven comprehensive healthcare through innovation, technology, and community health workers (CHWs). With an extensive network of health workers and hubs, it delivers health care to the last mile. iKure conducts regular healthcare camps regarding, eye screening, diabetes, maternal and child health, and so forth. It has also established a chain of health clinics with doctors and medical staff in remote areas without access to PHCs within the vicinity of 20 km.

iKure is also engaged in the training of CHWs through its in-house patent pending software Wireless Health Incident Monitoring System (WHIMS) to collect, monitor, and analyze the patient data. The data are used for studying numerous endemic diseases prevalent in communities to develop comprehensive healthcare solutions for disease prevention through partnerships with NGOs, healthcare providers, and so on. The CHWs are also trained to deliver tailor-made quality healthcare services to the doorstep of patients. At present, WHIMS is operated in eight countries across the globe. It has been recognized as one of the Top 60 Innovations in the world by MIT Solve Judges. It has entered into several notable partnerships with University of Michigan, Deshpande Foundation, TATA Trust, and so forth. iKure is regarded as one of the pioneers in the development of the sustainable primary healthcare model in the world.

Questions:

1. Identify type of entrepreneurship the case discussed. Brief it elaborately. (5 Marks)
2. Explain the ways that iKure, make its business strategy possible? (5 Marks)

(C.O.1.) [Comprehension]



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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**TEST 2**

**Winter Semester:** 2021 - 22

**Course Code:** MGT 142

**Course Name:** Entrepreneurship Development

**Program & Sem:** BBA/BAV - IV

**Date:** 31<sup>st</sup> May 2022

**Time:** 03.00 PM to 04.00 PM

**Max Marks:** 30

**Weightage:** 15 %

**Instructions:**

*Read the all questions carefully and answer accordingly.  
Don't write on the question paper*

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries ONE mark.**

**(10Qx1M= 10M)**

1. list any two political factors comprising the business environment (C.O.3) (Comprehension)
2. The following are the Govt Policies considering the political factors that supports the business
  - a) Startup India b) Make in India c) Stand Up India d) all the above (C.O.2) (Knowledge)
3. Inflation Rate plays an important role in assessing the economic factor of business Environment
  - a) True b) False (C.O.3) (Knowledge)
4. \_\_\_\_\_ innovation often starts at low-demanding customers with a good enough product performance
  - a) Radical b) Incremental c) Architectural d) Disruptive (C.O.3) (Knowledge)
5. In value creation, \_\_\_\_\_ is when your consumer uses the product in the way you envisioned it .
  - a) Transformation b) Distribution c) Consumption d) All the above (C.O.3) (Knowledge)
- 6) Define business Idea (C.O.3) (Comprehension)
- 7) In Business Plan , \_\_\_\_\_ defines the firm's primary products .
  - a) Company Summary b) Management c) Financial History d) Financial Projections (C.O.3) (Knowledge)
- 8) In an individual ,the creativity impacts through \_\_\_\_\_
  - a) Individual Intelligence b) Domain Knowledge c) Field Expertise through judgment d) All the above (C.O.2) (Knowledge)
- 9). In business Plan, the firm's financial history should include only the major categories of \_\_\_\_\_
  - a) Revenues b) net income c) assets & liabilities d) all the above (C.O.2) (Knowledge)
- 10).The problem identification in Entrepreneurial Decision Making Process is done through understanding the \_\_\_\_\_ of the company

**Part B [Thought Provoking Questions]****Answer both the Questions. Each question carries FIVE marks.****(02Qx05M=10M)**

11. Naman and Govind after finishing their graduation under the vocational stream decided to start their own travel agency which will book Rail Tickets and Air Tickets on a commission basis. They also thought of providing e- ticket ten minutes of booking through the use of internet. They discussed the idea with their Professor Mr. Mehta who liked the idea and suggested they first analyze the business environment which consists of investors', competitors and other forces like social, political etc. that may affect their business directly or indirectly. He further told them about the technological improvements and shifts in consumer preferences that were taking place and hence they should be aware of the environmental trends and changes that may hinder their business performance. He emphasized making plans keeping in mind the threat posed by the competitors so that they can deal with the situation effectively. This alignment of business operations with the business environment would result in better performance

Identify the factors that impact the business environment and substantiate the points for the success of business idea. (C.O.No.3) [Comprehension]

12. Xerox, the pioneer of plain-paper copiers, was confronted in the mid-1970s with competitors offering copiers that were much smaller and more reliable than the traditional product. The new products required little new scientific or engineering knowledge, but despite the fact that Xerox had invented the core technologies and had enormous experience in the industry, it took the company almost 8 years of missteps and false starts to introduce a competitive product into the market, in that time Xerox lost half of its market share and suffered serious financial problems.

Mention the type of Innovation followed by Xerox and advantages and disadvantages of this type of innovation (C.O.No.3)[Comprehension]

**Part C [Problem Solving Questions]****Answer the Question carries TEN marks.****(1Qx10M=10M)**

Entrepreneur VG Siddhartha's venture CCD, which he founded and launched, revolutionized the country's coffee culture and quick hangout spots. The company was having the hype of good quality and taste, more no. of stores, high brand equity among the youth, and vertical integration. However, the company went deeply into debt, which resulted in Siddhartha committing suicide in 2019. According to sources, the corporation had a debt of Rs 7200 crore. When his wife Malavika Hegde took over as CEO of CCD, the company was practically written off the commercial map. (Commercial Map means the division of a lot or parcel of land into two or more lots for the purpose of creating development for commercial or business-related purposes). She worked relentlessly to ensure the success of the business that her late husband had established. She found that the company has the downfall in the wrong-site selection and lacks the strength to maintain the brand. She worked for the company for many years as a non-board member and quickly learned the business model by analyzing the opportunities that the coffee cafe industry is one of the fastest-growing industries in Asia and had planned to attract international markets.

Malavika promised to decrease the debt to a reasonable level in a letter to the company's 25,000 employees. The tactic she used to treat the threat she faced during that time was high attrition rate. Despite the company's rising debt, Malavika never raised the price of the coffees that were sold. She removed hundreds of coffee vending machines that had been put at various IT parks and firms, in addition to shuttering many locations that were not profitable. She was also effective in acquiring new investors, which allowed her to increase the company's capital. The debt was reduced to Rs 3100 crore by the end of March 2020, and then to Rs 1731 crore by the end of March 2021. Even during the pandemic, she was praised for her efficiency in running the shops. Café Coffee Day now includes over 572 locations across the United States. Her 20,000-acre coffee farm produces high-quality coffee beans that are in high demand around the world. In addition, there are around 36,000 coffee vending machines located in various organizations and businesses.

Malavika's ambition is to turn CCD into a multibillion-dollar corporation free of debt and expand coffee shops to every corner of the country, following in the footsteps of her late husband. Despite the fact that many feared the company would never recover, Malavika rose from the ashes like a phoenix.

- a. Identify the Strength, Weaknesses, threats, and opportunities of CCD (5 Marks)
- b. Discuss the Malavika's Decision Making Skills by applying the steps in Entrepreneurial Decision (5 Marks)  
(C.O.2.) [Comprehension]



**PRESIDENCY UNIVERSITY  
BENGALURU  
SCHOOL OF MANAGEMENT**

**END TERM EXAMINATION**

**Winter Semester:** 2021 - 22

**Course Code:** MGT 142

**Course Name:** Entrepreneurship Development

**Program & Sem:** BBA/BAV – IV Sem

**Date:** 28<sup>th</sup> June 2022

**Time:** 01.00 PM to 04.00 PM

**Max Marks:** 100

**Weightage:** 50 %

**Instructions:**

*Read all questions carefully and answer accordingly.*

**Part A [Memory Recall Questions]**

**Answer all the questions. Each Question Carries THREE Marks**

**(10Qx03M=30M)**

1. KFC Omnichannel marketing is the integration and cooperation of the various channels organizations use to interact with consumers, with the goal of creating a consistent brand experience. This includes physical (e.g. stores) and digital channels (e.g. websites). Entrepreneurship is based on the trend mentioned in KFC Omnichannel. Brief about the benefits of the Omni channel trend in entrepreneurship. (C.O.1) (Comprehension)
2. Sheetal is very prudent when it comes to trying out a different strategy in her oil extracting business. She is very slow to respond to implement any new in her business. She is always confined to traditional styles and does not prefer to adapt to new changes. Because She doesn't want to acquire the loss. Identify the type of entrepreneur. (C.O.1)(Comprehension)
3. Entrepreneurial leadership can be defined as a leader, who is also have the skills of entrepreneurship. Brief about an entrepreneurial leader of your choice and give reason for mentioning him/her. (C.O.2) (Comprehension)
4. Naveen has a restaurant. Due to the pandemic, his business is not moving further ahead. So he is in the stage to wind up his business. But if he gets a proper suggestion to develop his business by taking a proper risk. Would you help him with what kind of risk he has to take to run his business further? (C.O.2) (Application)
5. When Henah conducted an environmental analysis for her cotton manufacturing company, She understood some of the economic factors influencing her business very well. So she is in the position to change her business strategy based on the direction the economy appears to be going. Mention the economic factors having the influence on her business and why? (C.O.3)(Application)
6. John is an agriculturist. He is having plans to cultivate the potato in his own land and convert it into a wonderful snack by deep frying it and adding his own masala flavor. His village people appreciated his idea and helped him in preparing it. They are now finding a good platform to sale it. So he thinks to register his business. But he does not which type of business he will be coming under. Find the type of company he could register. (C.O.4) (Application)



7. Match the following

|      |             |                    |
|------|-------------|--------------------|
| i.   | Taking Risk | a) Economic Factor |
| ii.  | Culture     | b) Personal Factor |
| iii. | Labor       | c) Social Factor   |

(C.O.1. (Knowledge))

8. True or False

i) Second-stage financing supports the first commercial sales.

a) True    b) False

ii). Early-stage financing known as mezzanine financing

a) True    b) False

iii). Bootstrapping is the process of building a business from scratch without attracting investment or with minimal external capital

a) True    b) False

(C.O.4. (Knowledge))

9. Choose the Answer

i). Micro Enterprises are classified under \_\_\_\_\_

a) Not more than 1 Crore    b) Not more than 5 Crore    c) Not more than 10 Crore    d) none

ii). Features of MSME are \_\_\_\_\_

a) Provides funds from bank    b) support technology    c) Assistance for domestic markets

d) all the above

iii). Under PMEGP subsidies are provided to the project around \_\_\_\_\_

a) 2% to 5%    b) 15% to 35%    c) 50% to 75%    d) all the above

(C.O.5. (Knowledge))

10. Expand the Following

i). MSME – M \_\_\_\_\_, S \_\_\_\_\_, M \_\_\_\_\_, E \_\_\_\_\_

ii). OPC- O \_\_\_\_\_, P \_\_\_\_\_, C \_\_\_\_\_

iii). EDII - E \_\_\_\_\_, D \_\_\_\_\_, I \_\_\_\_\_, I \_\_\_\_\_.

(C.O.4. (Knowledge))

### Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries EIGHT marks.

(5Qx8M=40M)

11. Steve Jobs, CEO of Apple Computer and Pixar Animation Studios, began his commencement address at Stanford University by admitting he was a college dropout. One of the courses that interested Jobs was calligraphy. Learning how to create beautiful letters didn't seem like a very practical skill at the time, but ten years later, when he was developing the first Macintosh computer, Jobs drew on that calligraphy experience to incorporate multiple typefaces and proportionally spaced fonts as two of the Mac's most distinctive features. His competitor, Microsoft, was then quick to add those elements to its Windows operating system. As Jobs reflected in his Stanford speech, "If I had never dropped out, I would have never dropped in on this calligraphy class, and personal computers might not have the wonderful typography that they do." The life lesson he extracts from this experience is that individuals must be willing to trust their gut instincts when they make choices, and believe that those choices (or "dots") will somehow connect to their future.



- a. Explain the qualities to become an entrepreneur from the case.  
b. Describe "Education influences entrepreneurs". (C.O.No.2) [Comprehension]

12. When Zomato launched, it aimed to be the best restaurant search and discovery platform. It had the names of various restaurants, their menu, their prices, reviews and other details. It provided in-depth information of over 1.4 million restaurants across 23 countries. Over the years, it has converted itself into an online food delivery platform. People can now order food from the restaurants near them using their app or website. Zomato has put in a lot of effort in SEO. Digital Marketing Strategies of Zomato are Search Engine Optimization, Paid Advertising, Social Media Marketing, Keywords on the web pages, Backlinks, and Keywords in URL. Zomato's Digital Marketing Strategy will have to keep changing according to the current trends. They will have to find new ways to attract their consumers' attention.

- a. Explain the role of the Internet of things in business.  
b. Discuss – The strategy of Zomato is right according to the trend (C.O.No.1) [Comprehension]

13. Gillette launched a disposable blade later it was replaced by the razor. Then Gillette sustains its profitable business by introducing various versions of razor blades; a pack of 3 blades or 5 blades with a new razor model. As it focuses on marginal improvements to what already exists. Gillette constantly upgrades its razors, adding new features, like extra blades, heated razors, and a pivoting head.

- Identify the two types of innovation mentioned in the case and explain them elaborately. (C.O.No.3) [Comprehension]

14. With changes in the consumption habits of people, Neelesh, who was running a sweet shop, shifted to the chocolate business. On the eve of Diwali, he offered chocolates in attractive packages at reasonable prices. He anticipated huge demand and created a website chocolove.com for taking orders online. He got a lot of orders online and earned huge profits by selling the chocolate.

- Identify the factors that impact the business environment and substantiate the points for the success of a business. (C.O.No.3) [Comprehension]

15. Shiny aspires to become an entrepreneur. She has the idea of a business that is completely a green business. She wants to sell cosmetics which is completely homemade and the ingredients are vegetables only. She already met her friend Edwin and had confidence after the conversation with him. Edwin wants to invest in her business. But the fund will be enough for starting the idea by doing research only. she needs another source of funds. Discuss the sources of funds will be helpful for her business.

- (C.O.No.4) [Application]

### **Part C [Problem Solving Questions]**

**Answer both the Questions. Each question carries FIFTEEN marks. (2Qx15M=30M)**

16. Entrepreneur VG Siddhartha's venture, which he founded and launched, revolutionized the country's coffee culture and quick hangout spots. The company was having the hipe of good quality and taste, more no. of stores, high brand equity among the youth, and vertical integration

However, the company went deeply into debt, which resulted in Siddhartha dying by suicide in 2019. According to sources, the corporation had a debt of Rs 7200 crore. When his wife Malavika Hegde took over as CEO of CCD, the company was practically written off the commercial map. (Commercial Map means the division of a lot or parcel of land into two or more lots for the purpose of creating development for commercial or business-related purposes). She worked relentlessly to ensure the success of the business that her late husband had established. She found that the

company has the downfall in the wrong-site selection and lacks the strength to maintain the brand. She worked for the company for many years as a non-board member and quickly learned the business model by analyzing the opportunities that the coffee cafe industry is one of the fastest-growing industries in Asia and had planned to attract international markets.

Malavika promised to decrease the debt to a reasonable level in a letter to the company's 25,000 employees. The tactic she used to treat the threat she faced during that time was attrition rate. Despite the company's rising debt, Malavika never raised the price of the coffees that were sold. She removed hundreds of coffee vending machines that had been put at various IT parks and firms, in addition to shuttering many locations that were not profitable. She was also effective in acquiring new investors, which allowed her to increase the company's capital. The debt was reduced to Rs 3100 crore by the end of March 2020, and then to Rs 1731 crore by the end of March 2021. Even during the pandemic, she was praised for her efficiency in running the shops. Café Coffee Day now includes over 572 locations across the United States. Her 20,000-acre coffee farm produces high-quality coffee beans that are in high demand around the world. In addition, there are around 36,000 coffee vending machines located in various organizations and businesses.

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- a. Identify the Strength, Weaknesses, threat, and opportunities of CCD
- b. Discuss the Malavika's Decision Making Skills by applying the steps in Entrepreneurial Decision Making

(C.O.2.) [Comprehension]

17. Have you ever tried to describe an item you want to a salesperson in a clothing store, and then watched that person shake his or her head and shrug his or her shoulders? Maybe you should be shopping at Zara. This Spanish chain is now one of the world's fastest-growing retailers of affordable fashion clothing for women, men, and children, and a big reason behind their success is the fact that they listen to what their customers want. (Goal) Zara uses point-of-sale terminals to track every purchase in each of their 900 stores, and then uses that data to determine what kind of clothes to make and ship to their stores in the future. In other words, Zara doesn't decide in advance whether to push short skirts or long skirts this season; they wait to see what the customer is buying.

The company describes their approach by saying that Zara "is in step with society, dressing the ideas, trends and tastes that society itself has developed." Store managers also use a personal digital assistant to see what designs are available, and then place weekly orders for the items they think will sell best in their store. While other retailers claim to be responsive to customer demands, Zara adds some oomph to their boast. Most retailers have to order their inventory months in advance, but Zara is able to manufacture and ship replacement garments in two weeks, and create and deliver new garments with a fresh design in just five weeks. (When Madonna recently gave a series of concerts in Spain, fans appeared at her last show wearing a Zara copy of the outfit the pop star wore at her first show.) The company does this by employing 200 designers, including many recent graduates of top design schools, at their head office in northern Spain. Almost all of their merchandise is produced by several hundred sewing cooperatives in the home office area.

When the garments are done they are returned to Zara's huge warehouses where they are checked, ironed, packaged, and sorted for immediate delivery by either truck or air. Even when an item is a hot seller, Zara produces its slightly updated replacements in relatively small lots. Veteran shoppers know that when they see something they like at Zara they'd better grab it, and they also know that only a limited number of shoppers will be able to buy an identical garment. Small batches means that Zara's inventory always looks new and fresh; the chain introduces about 11,000 different items each year, as compared to the 2,000 to 4,000 items annually introduced by competitors like Gap or H&M. Their lean and mean approach also means that Zara is rarely forced to discount garments, unlike other retailers at the end of a season.

While Zara's approach is based on technology, it is actually the efficient use of relatively simple technology. The company also spends less than 0.3 percent of sales on advertising, while many of its competitors generally spend more than 3 percent. This containment of expenses also contributes to Zara's success. In 2005, the Inditex group, which operates Zara and seven other similar concept soft-good chain stores (including Pull and Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home, and Kiddy's Class), posted sales of 6.7 billion euros, equal to 8.6 billion dollars, an increase of 21 percent over its 2004 figures. Since opening its first Zara store in 1975, Inditex has grown to more than 2,800 stores in 64 countries, and the company hopes to expand to more than 4,000 stores over the next three years.

#### Questions

1. what do you think are the most important factors affecting Zara's Sustainable Competitive Advantage,
2. What are the risks that Zara would have taken?
3. what conditions would make it more difficult if it comes to India??

(C.O.3.) [Comprehension]