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**PRESIDENCY UNIVERSITY
BENGALURU**

Winter Semester: 2021-22

Course Code: BBA 2004

Course Name: Entrepreneurship Development

Program & Sem: BBA LLB & II Sem

**SCHOOL OF LAW
MID TERM EXAMINATION**

Date: 10/MAY/2022

Time: 01:30PM – 03:00PM

Max Marks: 50

Weightage: 25%

Instructions: Read the all questions carefully and answer accordingly

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries TWO marks. (20Qx 1M=20M)

1. The term “Entrepreneur” has been derived from the word “enturondre” which means:

- a) To give
- b) To undertake
- c) To choose
- d) To decide

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

2. Registration helps the entrepreneur to take necessary _____ steps to bring industrial units into existence

- a) provisional
- b) permanent
- c) both of these
- d) none of these

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

3. The entrepreneur who does not change the method of production already introduced is _____

- a) drone entrepreneur,
- b) fabian entrepreneur,
- c) classical entrepreneur,
- d) none of these.

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

4. Why are small businesses important to a country’s economy? (C.O.No.1) [Knowledge]

- a) They give an outlet for entrepreneurs.
- b) They can provide specialist support to larger companies.
- c) They can be innovators of new products.
- d) All the above.

5. IFCI stands for _____.

- a) Industrial finance corporation of India.
- b) Institutional finance corporation of India.
- c) Industrial funding corporation of India.
- d) Indian finance corporation and institution.

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

6. Large investment is made in fixed assets, the project will be termed as_____.

- a) Capital Intensive.
- b) Labor Intensive.
- c) Product Intensive.
- d) Market Intensive.

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

7. Which one of the following describes unemployment?

- a) The number of people who voluntarily choose not to work.
- b) The number of people who are jobless and are actively seeking work.
- c) The number of people who are not actively seeking work.
- d) The number of people actively seeking work who find work.

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

8. Innovation can best be defined as_____.

- a) the generation of new ideas.
- b) the evolution of new ideas.
- c) the opposite of creativity.
- d) the successful exploitation of new ideas.

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

9. Which of these statements best describes the context for entrepreneurship?

- a) Entrepreneurship takes place in small businesses.
- b) Entrepreneurship takes place in large businesses.
- c) Entrepreneurship takes place in a wide variety of contexts.
- d) Entrepreneurship does not take place in social enterprises.

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

10. Entrepreneurs are motivated by_____

- a) money.
- b) personal values.
- c) pull influences.
- d) All the above.

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

11. Why should an entrepreneur do a feasibility study for starting a new venture?

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

- a) To identify possible sources of funds
- b) To see if there are possible barriers to success
- c) To estimate the expected sales
- d) To explore potential customers

12. To provide financial assistance to entrepreneurs the government has set up a number of_____.

- a) Financial advisors.
- b) Financial intermediaries.
- c) Industrial estates.
- d) Financial institutions.

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

13. Which industrial sector tends to naturally promote small-scale businesses and Entrepreneurship, and generally has lower barriers to market entry?

- a) Service.
- b) Manufacturing.
- c) Distribution.
- d) Agriculture.

14. Which of the following is the reason for business failure _____

- a) Lack of market research.
- b) Poor financial control.
- c) Poor management.
- d) All the above.

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

15. To provide financial assistance to entrepreneurs the government has set up a number of _____.

- a) financial advisors.
- b) financial intermediaries.
- c) Industrial estates.
- d) financial institutions.

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

16. The use of informal networks by entrepreneurs to gather information is known as _____.

- a) Secondary research.
- b) Entrepreneurial networking.
- c) Informal parameters.
- d) Marketing

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

17. Good sources of information for an entrepreneur about competitors can be obtained from _____.

- a) Websites.
- b) Product information leaflets.
- c) Company reports and published accounts.
- d) All the above.

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

18. The business development department of SIPCOT guides entrepreneurs in _____.

- a) applying for licenses.
- b) approval on collaboration.
- c) Allocation of scarce raw materials.
- d) All the above.

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

19. According to Frederick Harbison, which of the following is not a function of a women entrepreneur?

- a) Explore the prospects of starting new enterprises.
- b) Co-ordination, administration and control
- c) The power to resist criticism
- d) Supervision and providing leadership in all aspects of the business.

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

20. Which of the following is not a source of idea for an entrepreneur?

- a) Cost of the project
- b) Product profile
- c) Imports and exports
- d) Emerging technologies

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

Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries 15 marks.

(1Qx15M=15M)

21 Being as legal professional, helping entrepreneurs and small business owners start, manage and grow their business with peace of mind at an affordable price. How you can help for the license and business plan for the establishment. Your aim is to educate the entrepreneur on the legal and regulatory requirements and be a partner throughout the entire business life cycle, offering support to the company at every stage to make sure they are compliant free and continually growing Suggest the above answer with some suitable case study (C.O.No.2) [Comprehension]

Part C [Problem Solving Questions]

Answer all the Questions. Each question carries 20marks.

(1Qx15M=15M)

22 Entrepreneurship is not limited to producing a product, but it also includes in the sale of goods, trade and market trends and services etc. Enterprise is very important in the development of any nation, especially in a developing country like India, enterprise plays an important role not only in the industrial sector but also in agriculture and service of the country. Write about entrepreneurship as solution for the country's ailing problems.

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



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**PRESIDENCY UNIVERSITY
BENGALURU
SCHOOL OF LAW**

END TERM EXAMINATION

Even Semester: 2021-22

Course Code: BBA 2004

Course Name: Entrepreneurship Development

Program & Sem: BA LLB & II Sem

Date: 29th June 2022

Time: 01:00 P.M to 04:00 P.M

Max Marks: 100

Weightage: 50%

Instructions:

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

Part A [Memory Recall Questions]

Answer all the Questions. Each question carries 1 marks.

(20Qx 1M=20M)

1. _____ Entrepreneurs neither introduce new changes nor adopt new methods innovated by others.

- a) technical b) fabian c) induced d) business
(C.O.No.1) [Knowledge]

2. According to Schumpeter, Is the most important function of a modern entrepreneur _____

- a) innovation, b) invention, c) skill, d) creativity.
(C.O.No.1) [Knowledge]

3. TREAD was introduced in 1998 to develop entrepreneurial skills of women under the ninth Five Year plan. TREAD stands for.

- a) Tariff Related Entrepreneurship Assistance and Development
b) Trade Related Entrepreneurship Assistance and Development
c) Tourism Related Entrepreneurship Assistance and Development
d) Technology Related Entrepreneurship Assistance and Development (C.O.No.1) [Knowledge]

4. IOT in Information Technology stands for.

- a) Internet Oriented Thinking b) Internet Output Thinking
c) Internet of Things d) Internet Objective Things
(C.O.No.4) [Knowledge]

5. Which type of entrepreneurs utilizes a chance to introduce a new technique or new product?

- a) Innovative entrepreneur b) Instigated entrepreneur
c) Initiative entrepreneur d) Fabian entrepreneur
(C.O.No.1) [Knowledge]

6) Which point is not true regarding Leader's role in creativity.

- a) Creative and effective organizations emerge by accident.
b) Leaders are the catalyst that create and manage the environment, organizational culture, and strategies.
c) For the innovation process to begin in any organization, that organization must first put the right leaders and leadership structure in place.

21) Being as legal professional, helping entrepreneurs and small business owners start, manage and grow their business with peace of mind at an affordable price. Your aim is to educate the entrepreneur on the legal and regulatory requirements and be a partner throughout the entire business life cycle, offering support to the company at every stage to make sure they are compliant free and continually growing. Explain and suggest your professional roles in the above subjects.

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

22). 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.

Identify three qualities to become an entrepreneurship from the case.

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

23) 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. Discuss how the Internet is playing major role in business? Two points needed. (5 Marks)

b. Explain right strategy according to the trend after knowing Zomato case? (5 Marks)

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

24) 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 tickets within ten minutes 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 will result in better performance

a) Identify the factors that impact the business environment and substantiate the points for the success of business idea. (5 Marks)

b) Identify the potential problems that could be faced with respect to the points of success discussed by you. (5 Marks) (C.O.No.3) [Comprehension]

Part C [Problem Solving Questions]

Answer both the Questions. Each question carries 20marks.

(2Qx20M=40M)

25) Electric Vehicles (EVs) have seen a major uptick in the last few years due to the growing awareness around sustainability. Affordable and clean energy, which are a part of the United Nations' Sustainable Development Goals (SDGs) towards 2030, have pushed the adoption of EVs even further. From pollution reduction to longevity, EVs tick all the right boxes when it comes to protecting and preserving the environment. It is, therefore, easy to understand why the Indian EV market reached \$5 billion last year and is slated to reach \$47 billion by 2026, growing at a CAGR of 44 percent, according to research firm Mordor Intelligence.

In a Fireside chat, *Decoding the electric future of aviation*, with YourStory's Senior Anchor and Producer, Priya Sheth, at TechSparks 2021, **Kishore Jayaraman, President, India and South Asia, Rolls Royce** shared some key insights on how electrification will change the future of aviation. 'Race to Zero' is a global campaign that is aimed at zero carbon recovery to ensure a sustainable future. Kishore highlighted that Rolls Royce is rallying for all its operations to become a zero carbon emission company by 2030 and aims to develop zero emission products by 2050. He further added that these milestones cannot be achieved without becoming "fully electric." "Electrification is a disruptive innovation," he said. Kishore also added that there are certain challenges such as awareness, politics, economics, developing infrastructure and more in order to achieve the set targets. He said that the goal is to ultimately become fully electric. He noted that players such as Airbus, SHELL and Rolls Royce itself have collaborated to develop an all-electric aircraft.

"We are privileged to be in a country like India that believes in sustainability, climate change," he said. However, several factors including government infrastructure will determine the pace at which this industry will move. "Solar industry is a classic example of how government policies drove the sector," he noted. Kishore also pointed out, "Infrastructure development needs to take place with technological advancements. If one precedes the other, then it will be a harder journey." He further emphasised that startups will play a key role in driving the electric space in India. According to him, "**startups are here to stay**" and bigger players need to decode how to "leverage the capabilities of the smaller companies." "If they succeed, we all succeed." Finally, on being asked whether electric aviation will make travel cheaper or more expensive, Kishore concluded by saying, "Let's just say it will make travel a lot more cleaner."

a. Identify the points from the case that triggered business ideas in Kishore Jaayaraman. Find five points. (10 Marks)

b. Discuss what could be the potential problems in all the points. (10 Marks)

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

26) Speaking at TechSparks 2021, Nikhil Arora, MD and VP, Go Daddy India, talked about the future of small businesses in India through digital transformation. India's small and medium-sized businesses form the backbone of the country's economy. The segment was severely hit by the restrictions induced by the pandemic and digital adoption became crucial for weathering the multiple waves of the COVID-19 pandemic. "Earlier, for SMBs, coming online was a thought flickering between 'Should I?' or 'Should I not?' But after the pandemic, it became 'I have to'," said Nikhil Arora, MD and VP, GoDaddy India, at TechSparks 2021, Asia's largest and most influential

startup-tech event hosted by *YourStory*. Discussing the topic 'Bridging the digital divide for small businesses', Nikhil says that internet consumption in India increased by 13 percent, not just in Tier-I cities but also in Tier-II and III cities, as well as in rural areas. India currently has more than 560 million internet users according to Statista, and by 2025, this figure is projected to reach 900 million, with most of the next batch of users expected to come from non-English speaking parts of the country. With India home to around 65 million SMBs in India, Nikhil said only 10-12 million of them are present online, so the scope for players operating with the likes of GoDaddy is also huge. "There's a broad and long runway and people in the same business as ours have a lot of opportunity without any fear of being trapped even if more players come in," he explained. Nikhil added that GoDaddy supports the entrepreneurial dream. "When they dream to set up a business, the platform enables them to choose that name and help them begin their digital journey by launching a website." The key differentiator comes where GoDaddy drives

awareness about the product and provides 24x7 customer care. GoDaddy now has over a million customers in the Indian market and Nikhil said that the platform captures 45 percent of the market share, and its brand awareness is 85 percent. He pointed that vocal and regional language content would be important in the near future as digital adoption in the market would accelerate by 25-30 percent, especially in the rural areas. Automation would be another driving factor. "It now doesn't take lakhs and crores of rupees to build your dreams; all it needs is just taking a small step ahead. I see the 10-12 million SMBs growing to 30-35 million in the next few years," Nikhil said, signing off.

- a. Infer from the case that how GoDaddy is bridging the digital divide for small businesses.
(10 Marks)
- b. Discuss what could be the potential problems for the business in recent times.
(10 Marks) (C.O.No.2) [Comprehension]