

Roll No																				
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF MANAGEMENT**

**MAKEUP EXAMINATION – JAN 2023**

**Course Code:** MBA3002

**Course Name:** Entrepreneurship & New Venture Creation

**Program** : MBA

**Date:** 23-JAN-2023

**Time:** 09.30 AM – 12.30 PM

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

- (i) Read all questions carefully and answer accordingly
- (ii) Avoid false numbering
- (iii) Elucidate your answers with suitable illustrations where needed.

**Part A [Memory Recall Questions]**

**Answer all the Questions. Each question carries THREE marks.**

**(10Qx 3M= 30M)**

1. List out five steps of prospect estimation (C.O.No.1) [Knowledge]
2. Name the types of entrepreneurs based on the timing of Venture Creation (C.O.No.1) [Knowledge]
3. Discuss in brief on the Psychological Theory of Entrepreneurship (C.O.No.1) [Knowledge]
4. Mention the key drivers of entrepreneurship (C.O.No.3) [Comprehension]
5. State the four steps of customer acquisition. (C.O.No.2) [Application]
6. Name any six disruptive technologies [Knowledge] (C.O.No.3)
7. What are the steps involved in critical evaluation of a venture? (C.O.No.2) [Application]
8. Discuss the steps of Ideation in the entrepreneurial process (C.O.No.3) [Comprehension]
9. Why 90% of the Indian start-ups fail. Outline the reasons for the failure according to NASSCOM. (C.O.No.4) [Knowledge]
10. State true or false for the following statements: (C.O.No.2) [Application]
  - a) A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit is regarded as an intrapreneur
  - b) The activity which occurs when the new venture is started is called as departure point
  - c) The capacity to develop new ideas, concepts and processes is known as innovation.

## Part B [Thought Provoking Questions]

Answer all the Questions. Each question carries EIGHT marks.

(5Qx8M=40M)

11. It is important that you properly identify the life cycle stage of your entrepreneurial journey, so that you can plan appropriately and establish realistic goals for the future. Thus, depict the stages involved in the entrepreneurial life cycle with a diagram and articulate the important phase that leads to the progression of a business. (C.O.No.1) [Comprehension]
12. "Problems are the mother of opportunities" Innovative entrepreneurs develop business models by identifying a problem and build a solution that meets the desire and needs of individuals and thus achieves competitiveness in the market. For the above statement, you as an innovative entrepreneur discuss five sources of innovation opportunities that an entrepreneur must visualize about before starting up a venture. (C.O.No.3) [Comprehension]
13. The worst case in the failure of a new venture start-up is losing investors' money, unable to generate adequate cash flow, closing and ceasing operations, as well as massive drop in the market share. Illustrate the causes for the failure of a new venture start-up. (C.O.No.4) [Application]
14. For a business to grow, it's often important for them to connect with and expand their audience. Say you are a budding entrepreneur, what strategies would you use to market your business? (C.O.No.3) [Application]
15. As stated in the HBR article "What Entrepreneurs Get Wrong". Outline five common mistakes that most entrepreneurs do while establishing a business. (C.O.No.3) [Knowledge]

## Part C [Problem Solving Questions]

Answer all the Questions. Each question carries FIFTEEN marks.

(2Qx15M=30M)

16. National Entrepreneurship Development Centre (NEDC) is an umbrella programme devised and compiled by the Institution Innovation Council (IIC), Ministry of Education, Government of India. NEDC decided to incubate 20 creative start-ups by fine tuning their ideas and transforming their ideas into a viable business. You are an applicant to the ongoing 'Business Plan' Competition; organized by NEDC of Govt. of India. In the process of screening the candidates for NEDC Incubation. You must answer the following amongst the business plan component criteria's: (C.O.No.2) [Application]
  - a) Outline the reasons, what problems will your proposed venture solve.
  - b) Demonstrate the products / services offered by your business.
  - c) Illustrate on who would be your target customers (TCs), and Competitors.
  - d) Interpret on how you will identify your customers.
  - e) Interpret four reasons why customers will buy your products / services, and state your products USP and WTP.
  - f) Illustrate on the technology and platform you wish to use to reach out and deliver your products / services.
  - g) Illustrate two major risks involved in starting the proposed venture.
17. Delhivery.com is a hyper-local E-commerce Logistics (B2C) Startup. Delhivery.com provides physical delivery solutions to its e-commerce business partners spread across electronics, medicine, and grocery among others. The company has many business partners and has grown three times larger in the last 2 years. Construct a Business Model Canvas for Delhivery.com and interpret all eleven blocks in detail. (C.O.No.2) [Application]