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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING**

**MAKE UP EXAMINATION – JAN 2023**

**Course Code:** MGT 113

**Course Name:** Digital Entrepreneurship

**Program:** B.Tech

**Date:** 24/01/2023

**Time:** 09:30 am to 12:30 pm

**Max Marks:** 100

**Weightage:** 50%

**Instructions:**

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

**Part A [Memory Recall Questions]**

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

**(6Qx 5M= 30M)**

1. Write the 5 steps of Entrepreneurial Innovation Process? (C.O.No.1) [Knowledge]
2. List the 5 steps of Target fixation. (C.O.No.3) [Knowledge]
3. Depict the 5 steps of the Design thinking? (C.O.No.2) [Knowledge]
4. What does it signify when the Market Competition (MC) is 0 and 1? (C.O.No.3) [Knowledge]
5. List the 5 Ds of Entrepreneurship? (C.O.No.1) [Knowledge]
6. Name the Primary Business Process in Business Value Chain. (C.O.No.2) [Knowledge]

**Part B [Thought Provoking Questions]**

**Answer ALL the Questions. Each question carries TEN marks**

**(4Qx10M=40M)**

7. *Venture - Crystalline: A New Drinking Water Bottle Company in India*

- (i) Target Market Size = 30% of 1.5 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 2% of Market Share on Market Size = F<sub>D</sub>
- (v) Probability of Success is 40%
- (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 4% on yearly EBITDA.

Also mention MC and Ps for the product.

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

8. Discuss the steps involved in Idea generation to Implementation in detail.  
(C.O.No.2) [Comprehension]
9. From the HBR Article “What Entrepreneurs Get Wrong”,  
Depict An Entrepreneur- Friendly Sales Model? (C.O.No.1) [Comprehension]
10. According to the HBR Article “Six Myths About Venture Capitalists”,  
(a) 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 BOTH the Questions. Each question carries FIFTEEN marks. (2Qx15M=30M)**

11. The absence of detailed characterization of the lifecycle is the root of many confusion and failures of digital entrepreneurship. It is important that one properly identifies the life cycle stage in the entrepreneurial journey, so that one can plan appropriately and establish realistic goals for the future.  
(a) Depict the digital entrepreneurial life cycle model of Digital Entrepreneurship.  
(b) Explain any one phase of the Life cycle model in detail.  
(C.O.No.1) [Application]
12. You plan to start a business of your own in coming years. You have an idea that you need to execute with the help of different strategies and resources. To develop your business you need to know the following inputs:
- Business Idea and Pain-Points that You Wish to Provide a Solution
  - Target Market Size and Market share of the Opportunity and Benefit to the society
- Keeping track of the above, Develop a 9 Block / 11 block Business Model Canvas for Your Business Idea.  
(C.O.No.3) [Application]