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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF ENGINEERING
END TERM EXAMINATION - JUN 2023**

Semester : Semester VI - 2020

Course Code : MGT113

Course Name : Sem VI - MGT113 - Digital Entrepreneurship

Program : B.Tech - All Programs

Date : 9-JUN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 3 parts.*
 - (iii) Scientific and non-programmable calculator are permitted.*
 - (iv) Do not write any information on the question paper other than Roll Number.*
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PART A

ANSWER ALL THE QUESTIONS

(6 X 5 = 30M)

1. Identify 3 gears of business design.
(CO2) [Knowledge]
2. Recall the key leadership skills for Digital Entrepreneurship.
(CO3) [Knowledge]
3. To evaluate whether the proposed business venture is going to be prospective or not, list the five (5) essentials to evaluate the prospects.
(CO4) [Knowledge]
4. Identifying and quantifying the target market size is very important to know how big is your market. With reference to this context, state the formula for arriving at the size of the target market.
(CO4) [Knowledge]
5. Zen thinking removes fear, uncertainties, and doubt. Explain "Zest 2 Zoom" with a neat diagram along with suitable examples.
(CO1) [Knowledge]
6. To be able to achieve Digital Entrepreneurship success, identify "the drivers" that are necessary.
(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 8 = 40M)

7. Design thinking is a method of designing products and services as per customer needs. List five action phases of Design Thinking.
(CO2) [Comprehension]
8. Digital Business Model Canvas is essential to disrupt and delight the customer. With reference to this context, indicate the 11 units of Digital Business Model Canvas.
(CO3) [Comprehension]
9. Business models (BMs) are Master Business Plans used to assess the economic viability of a business concept. With reference to this context, answer the following questions:
(a) Identify the importance of BMs.
(b) Identify the goal of BMs.
(CO3) [Comprehension]
10. To be successful in Digital Entrepreneurship Management, identify the six skills that are essential.
(CO3) [Comprehension]
11. With the help of a neat sketch, identify five (5) steps of entrepreneurial innovation process.
(CO4) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

12. You are an entrepreneur having identified customer pain points. You want to develop your idea and use it as an opportunity to start your own business. With reference to this context, answer the following questions:
(a) Draw a sketch of a "Business Model Canvas".
(b) Explain all the components with respect to your product/project idea.
(CO3) [Application]
13. "Digital Entrepreneurship" is the essence of modern-day Entrepreneurship. With reference to this context, answer the following questions:
(a) Draw a neat sketch of the Lifecycle Model of Digital Entrepreneurship.
(b) Apply each phase to a suitable business example/idea and elaborate on the details.
(CO4) [Application]