

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING  
MID TERM EXAMINATION - APR 2023**

**Semester :** Semester VI - 2020

**Course Code :** MGT113

**Course Name :** Sem VI - MGT113 - Digital Entrepreneurship

**Program :** B.Tech - (All Programs)

**Date :** 12-APR-2023

**Time :** 2PM - 3.30PM

**Max Marks :** 60

**Weightage :** 30%

**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.*

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 3 = 15M)**

1. List the 5 P's of Market analysis. (CO1) [Knowledge]
2. State the reasons why Digital Entrepreneurship is important. (CO1) [Knowledge]
3. Zen removes FUD. Recall what FUD represents in Digital Entrepreneurship. (CO1) [Knowledge]
4. Define Value Engineering. (CO2) [Knowledge]
5. Define Competitive Advantage. (CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(5 X 5 = 25M)**

6. Discuss the significance of Gap Analysis in Digital Entrepreneurship. (CO1) [Comprehension]
7. With the help of suitable sketch, explain various Drivers of Market Economy. (CO1) [Comprehension]

8. Explain the 4 quadrants of a Business plan in the context of a Business proposition. Give suitable examples.  
(CO1) [Comprehension]
9. Recognize the various factors of value with respect to the Worth of Domestic Products and Industrial products.  
(CO2) [Comprehension]
10. Draw a neat sketch to represent various blocks of a Business Value Chain. Explain with an example.  
(CO2) [Comprehension]

### **PART C**

#### **ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

11. You are an Entrepreneur with an innovative idea in the marketplace. To be able to succeed in the marketplace, you need to study the entire market and then be able to release your product. With reference to this context, while performing the Market Analysis, answer the following questions:
- (a) With the help of a neat sketch, show the various components of Market Analysis.
- (b) With suitable examples, explain each of the components of Market Analysis.  
(CO1) [Application]