

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VI - 2020

Course Code : MGT113

Course Name : Sem VI - MGT113 - Digital Entrepreneurship

Program : CSE&CCE

Date : 18-MAY-2023

Time : 10.30AM - 12.00PM

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 3 gears of business design. (CO2) [Knowledge]
2. Define Digital Entrepreneurship. (CO1) [Knowledge]
3. Zen removes FUD. Recall what FUD represents in Digital Entrepreneurship. (CO1) [Knowledge]
4. List the 5 Ds of Entrepreneurship. (CO1) [Knowledge]
5. List the cornerstones of Entrepreneurship. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 5 = 25M)

6. Explain Zest 2 Zoom with a neat diagram. Give Example. (CO1) [Comprehension]
7. Discuss the concept of Zen Thinking with a suitable example. (CO1) [Comprehension]

8. Identify the 3 circles as zones of value creation. Explain each.
(CO2) [Comprehension]
9. With the help of suitable sketch, explain various Drivers of Market Economy.
(CO1) [Comprehension]
10. Explain the Goal of the Business in terms of perceived customers' Value (V), Price (P), and Cost (C) with the help of a neat sketch.
(CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

11. Design Thinking is a method of designing products and services that are based on what the customers need and want, and also what the customers like or dislike. With reference to the above context, answer the following questions:
- (a) Identify the 5 steps of Design Thinking with suitable examples.
 - (b) Explain the Design Thinking Process, with a suitable diagram
 - (c) Explain the importance of Prototyping with suitable examples.

(CO1) [Application]