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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester VI - 2020

Course Code : BBL112

Course Name : Sem VI - BBL112 - Entrepreneurship and New Business Development

Program : BBL

Date : 12-APR-2023

Time : 9.30AM - 11.00AM

Max Marks : 60

Weightage : 30%

Instructions:

- (i) Read all questions carefully and answer accordingly.*
 - (ii) Question paper consists of 1 part.*
 - (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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ANSWER ALL THE QUESTIONS

(6 X 10 = 60M)

1. Mr. Ravindra Naik is an entrepreneur who has always been passionate about helping his community. He's interested in starting a business that not only generates profits but also has a positive social impact. Jack decides to launch a social enterprise that provides affordable solar panels to low-income households.
Explain the concept of social entrepreneurship and its significance in today's economy with reference to above case.
(CO1) [Comprehension]
2. Samantha is an entrepreneur who has recently launched her own startup, a mobile app that connects local farmers with consumers. She's passionate about her business and excited about its potential, but she soon realizes that she needs to manage her finances effectively to ensure the long-term success of her venture.
Discuss the importance of financial management in entrepreneurship reference with the above case..
(CO1) [Comprehension]
3. Ms. Saraswathi Gaikwad is an entrepreneur who has launched a new e-commerce business selling sustainable clothing. She's using technology to drive her business forward,
Analyze the impact of technology on entrepreneurship.
(CO1) [Comprehension]

4. Ms. Swetha Rathode is a young professional who has always had an entrepreneurial spirit. She dreams of starting her own business, but she knows that she needs to develop certain skills to make her business a success.

What are the essential skills that an entrepreneur must possess to ensure the success of their business? How can each skill be developed? Refer to the above case study for a detailed discussion on each skill.

(CO2) [Comprehension]

5. Mr. Kumar is an entrepreneur who is passionate about food. He believes that there is a demand for healthy and sustainable food options and wants to start a business that provides such products. However, he knows that there are many competitors in the market and wants to develop a unique product that stands out.

What is the role of creativity and innovation in entrepreneurship, and how did Mr. Kumar use creativity and innovation to develop a unique product and production process that gave his business a competitive advantage?

(CO2) [Application]

6. Ms. Saritha is an entrepreneur who has a passion for fashion. She wants to start a clothing line that focuses on sustainable fashion and ethical production practices. She has identified a gap in the market for sustainable fashion and believes that there is a demand for her products. However, she knows that starting a new business is a risky venture and wants to ensure that she has a solid plan in place before investing time and money into her venture.

What is a business plan, and why is it significant in the entrepreneurial process? How did Ms. Saritha use her business plan to start a successful clothing line that focuses on sustainable fashion and ethical production practices?

(CO2) [Application]