

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester VI - 2022 -23 - BBL - 2020

**Course Code :** BBL112

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

**Program :** BBA LLB Honors

**Date :** 22-MAY-2023

**Time :** 10.30 AM - 12.00 PM

**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.

**ANSWER ALL THE QUESTIONS**

**(6 X 10 = 60M)**

1. Ms. Lena is an entrepreneur who has recently launched her own business, a sustainable fashion brand. She's passionate about her work and confident in her abilities, but she soon realizes that building a successful business is not just about hard work and dedication. She needs to build a network of contacts to help her grow her business.

Question: Evaluate the importance of networking in the entrepreneurial process.

(CO1) [Comprehension]

2. Entrepreneurship is an exciting and challenging journey that requires a combination of skills, knowledge, and personality traits. Successful entrepreneurs possess certain characteristics that set them apart from others, enabling them to identify and capitalize on opportunities, overcome challenges, and achieve their goals.

Ms. Keerthi is a healthcare entrepreneur who founded a startup that provides medical devices and services to patients with chronic conditions. She started her business while still in college, recognizing the need for a more accessible and affordable healthcare system. Her vision and determination have helped her build a successful business that has attracted investment and recognition from the healthcare industry.

Question: What are the characteristics of a successful entrepreneur, and how have these characteristics contributed to Ms. Keerthi's success in the healthcare industry?.

(CO2) [Application]

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,  
Question: Analyze the impact of technology on entrepreneurship.  
(CO1) [Comprehension]
4. Ms. Gayatri is struggling to Launch Her Business: Gayatri is a young entrepreneur with a passion for baking. She dreams of owning her bakery one day, and after years of perfecting her recipes, she's ready to take the leap and launch her business. However, she quickly realizes that being an entrepreneur is much more challenging than she initially thought. There are a few challenges Gayatri faces and she must incorporate some skills to overcome the hurdles.  
Question: Describe the challenges that Ms. Gayatri faces and the skills required to fulfill her dream.  
(CO1) [Comprehension]
5. Mr. Kranthi Kumar is a successful entrepreneur who runs a thriving business in the Service Industry. He attributes his success to his leadership skills, which have helped him to build a strong and motivated team and navigate the challenges of entrepreneurship.  
Question: How has Mr. Kranthi Kumar leadership skills helped him to navigate the challenges of entrepreneurship and build a successful business? Discuss with specific examples from the case study.  
(CO2) [Comprehension]
6. Mr. Jeevan is an entrepreneur who is starting a new business that specializes in healthy food options. He has identified a gap in the market for healthy, convenient food options that are affordable and accessible. His vision is to provide healthy food options to busy professionals and families who want to make healthy choices but don't have the time or resources to prepare healthy meals at home. To achieve his vision, John understands that he needs to conduct market research to gain insight into the needs and preferences of his target market.  
Question: What is the importance of market research in the development of a new business venture, and how did Mr. Jeevan use market research to develop his product line of healthy, convenient meal options?  
(CO2) [Application]