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**PRESIDENCY UNIVERSITY  
BENGALURU**

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

**Semester :** Semester II - 2022

**Course Code :** BBL2004

**Course Name :** Sem II - BBL2004 - Entrepreneurship Development

**Program :** BBL

**Date :** 17-APR-2023

**Time :** 9.30AM - 11.00AM

**Max Marks :** 50

**Weightage :** 25%

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**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**

**(5 X 10 = 50M)**

1. John is the CEO of a successful tech startup. He founded the company with a vision of disrupting the industry with a cutting-edge product that would solve a critical problem faced by businesses worldwide. As the company grew, John realized that his role as a leader was vital in ensuring its success. He cultivated a set of characteristics that he believes are essential for entrepreneurial leadership. What are the characteristics of entrepreneurial leadership that John has cultivated?  
(CO1) [Comprehension]
2. India is a country with a rich entrepreneurial culture, and entrepreneurship has played a crucial role in its economic development. What role has entrepreneurship played in the economic development of India?  
(CO1) [Comprehension]
3. Two brothers, John, and David grew up in a family of inventors. Their father was a successful inventor who had several patents to his name. John followed in his father's footsteps and became an inventor himself. He was always tinkering with gadgets and coming up with new ideas. David, on the other hand, decided to start his own business. He became an entrepreneur and started a tech company that developed software solutions. What is the main difference between John and David?  
(CO1) [Comprehension]

4. Agnus is an entrepreneur who has started a social enterprise that aims to address a pressing social issue in her community. She is passionate about her cause and has a clear vision for her enterprise. However, Agnus is finding it challenging to scale her enterprise and reach a wider audience. She is also struggling to measure the impact of her enterprise and communicate it effectively to stakeholders. Discuss the entrepreneurial competencies that Agnus should develop to overcome her challenges?

(CO2) [Comprehension]

5. John is an aspiring entrepreneur who wants to start his own business. He has come up with an idea to start a food truck business that specializes in vegan food. John has been a vegan for many years and believes that there is a market for his business in his local community. However, he is facing a dilemma whether to pursue this business idea or not. John is unsure about the financial feasibility of this business and the risks involved in starting a new venture.

What is the entrepreneurial decision-making process?

What are the key steps in the entrepreneurial decision-making process that John can consider?

(CO2) [Application]