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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF LAW
END TERM EXAMINATION - JUN 2023**

Semester : Semester VI - 2020

Course Code : BBL112

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

Program : BBL

Date : 19-JUN-2023

Time : 1.00PM -4.00PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) *Read all questions carefully and answer accordingly.*
 - (ii) *Scientific and non-programmable calculator are permitted.*
 - (iii) *Do not write any information on the question paper other than Roll Number.*
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ANSWER ALL THE QUESTIONS

(10 X 10 = 100M)

1. Elaborate on the concept of opportunity recognition in the entrepreneurial mindset and identify the entrepreneur's opportunities as well as skills that place vital for the ventures.
(CO3) [Comprehension]
2. 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.
Evaluate the importance of networking in the entrepreneurial process.
(CO1) [Comprehension]
3. Mary is a marketing manager who is looking to advance her career. She has been with her current company for five years and has done a good job, but she feels like she is plateauing. She is not sure how to move up the ladder and is starting to feel frustrated.
How can networking help Mary to advance her career?
(CO4) [Application]
4. The case study examines how Peter, an employee in a traditional corporate setting, leveraged his entrepreneurial skills to drive positive change and innovation within his workplace. It focuses on the application of entrepreneurial thinking and skills in a non-entrepreneurial context.
Illustrate a scenario where peter applied his problem-solving and decision-making skills to address a challenge or seize an opportunity in the workplace.
(CO4) [Application]

5. Elaborate about entrepreneurial imagination and creativity in driving innovation and business success that enable entrepreneurs to identify new opportunities and develop unique solutions.
(CO4) [Comprehension]
6. Mr. Kiran is an entrepreneur who has recently launched a new mobile APP for small businesses. He's excited about the potential of his product, but he's unsure about how to price it.
Question: Describe the key factors to consider when deciding on a pricing strategy for a new product or service as an entrepreneur?
(CO1) [Comprehension]
7. Discuss the importance of self-motivation and perseverance as essential characteristics of entrepreneurs which help entrepreneurs to overcome challenges and obstacles in their entrepreneurial journeys.
(CO3) [Comprehension]
8. 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.
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]
9. Explain the creativity and innovation influence entrepreneurial ventures and their contribution to business success with examples of innovative ideas or products introduced by entrepreneurs.
(CO2) [Comprehension]
10. Discover a case of an individual with an entrepreneurial mindset embracing continuous learning and growth, and how does their commitment to lifelong learning contribute to their success or the success of their business? based on this case provide an example where they actively sought opportunities for self-improvement, skill development, or knowledge acquisition.
(CO3) [Application]