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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester II - 2022

Course Code : BBL2004

Course Name : Sem II - BBL2004 - Entrepreneurship 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. In the ever-changing landscape of business, numerous factors play a pivotal role in shaping the business environment. Understanding these factors and their impact is crucial for organizations to make informed decisions and effectively adapt to the dynamic market conditions. Identify and analyze the factors that affect the business.

(CO3) [Comprehension]

2. XYZ Fashion is a newly established clothing brand that aims to disrupt the fashion industry with its unique designs and sustainable manufacturing practices. The founders of XYZ Fashion are considering the option of bootstrapping to fund their initial operations and business growth. Question: Define bootstrapping and explain how it applies to startups like XYZ Fashion. Analyze the advantages of bootstrapping for XYZ Fashion in terms of financial control, flexibility, and ownership. Evaluate the potential disadvantages and challenges XYZ Fashion may face while pursuing a bootstrapping strategy.

(CO4) [Application]

3. How do Intellectual Property Rights (IPR), encompassing copyrights, trademarks, patents, and trade secrets, play a crucial role in protecting and fostering innovation and creativity in today's interconnected world? Provide real-life examples and explore the challenges associated with enforcing IPR in the digital age.

(CO3) [Comprehension]

4. Sarah is a successful entrepreneur who runs her own catering business. According to McClelland's theory, Sarah has a high need for achievement. She is always striving for success and sets challenging goals for herself. She is also highly motivated and enjoys taking risks. Her business has grown rapidly over the past few years, and she is constantly looking for new opportunities to expand.

a. Discuss how McClelland's theory applies to Sarah's success as an entrepreneur.

b. How can Sarah use her understanding of McClelland's theory to further improve her business?

(CO2) [Comprehension]

5. Innovation is a critical driver of success and competitiveness in today's business landscape. Organizations employ various approaches to foster innovation, while simultaneously facing several barriers that impede their innovative endeavors. Identify and analyze the approaches to innovation and barriers to innovation.

(CO1) [Comprehension]

6. The Ministry of Rural Development in a developing country is focused on promoting rural entrepreneurship to drive sustainable development and uplift rural communities. They are interested in understanding the concept of rural entrepreneurship and its potential impact.

Define rural entrepreneurship and explain its significance in fostering economic growth and empowerment in rural areas.

(CO1) [Comprehension]

7. The Ministry of Micro, Small, and Medium Enterprises (MSME) in India plays a pivotal role in supporting the growth and development of small businesses. Discuss the key features and functions of the Ministry.

(CO1) [Comprehension]

8. You have been hired as a risk management consultant by a leading financial services company. The company is considering expanding its operations into new markets and offering a broader range of investment products to its clients. However, before proceeding with the expansion plans, they want to understand the potential risks involved. Your task is to conduct a comprehensive analysis of market risk and credibility risk in the financial services sector and provide recommendations on mitigating these risks.

Explain the steps to be taken to analyse the market risk and credibility risk.

(CO2) [Comprehension]

9. ABC Charity is a non-profit organization dedicated to providing education and healthcare services to underprivileged communities. The organization is exploring different fundraising options to support its initiatives, and one of the options being considered is crowdfunding.

Define crowdfunding and explain how it can benefit organizations like ABC Charity in raising funds. Identify and explain the types of crowdfunding available for organizations like ABC Charity.

(CO4) [Application]

10. XYZ Biotech is a biotechnology startup focused on developing cutting-edge therapies for rare diseases. The company has achieved significant milestones in its research and development efforts but requires substantial funding to accelerate its growth. XYZ Biotech is considering venture capital as a potential funding source.

- Define venture capital and explain its relevance for startups like XYZ Biotech.
- Identify and explain the types of venture capital available for companies like XYZ Biotech.

(CO5) [Application]