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**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING  
MID TERM EXAMINATION - OCT 2023**

**Semester :** Semester V - 2021

**Course Code :** MGT2007

**Course Name :** Sem V - MGT2007 - Digital Entrepreneurship

**Program :** B.TECH

**Date :** 30-OCT-2023

**Time :** 9:30AM - 11:00AM

**Max Marks :** 50

**Weightage :** 25%

**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.

**PART A**

**ANSWER ALL THE QUESTIONS**

**(5 X 2 = 10M)**

1. List the 5 D's of Entrepreneurship. (CO1) [Knowledge]
2. Express the 5 C's of Market Analysis. (CO2) [Knowledge]
3. Explain the 5 P's in market analysis (CO1) [Knowledge]
4. Define Value Engineering. (CO1) [Knowledge]
5. State the various steps of Design Process. (CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(4 X 5 = 20M)**

6. Describe the concept of Zen Thinking with a suitable example. (CO1) [Comprehension]
7. Explain the significance of Gap Analysis in Digital Entrepreneurship. (CO2) [Comprehension]
8. Recognize the various factors of value with respect to the Worth of Industrial products. (CO1) [Comprehension]

9. Explain the business value chain with suitable example.

(CO2) [Comprehension]

**PART C**

**ANSWER THE FOLLOWING QUESTION**

**(1 X 20 = 20M)**

10. Draw a neat sketch of the Lifecycle Model of Digital Entrepreneurship. Apply each phase to a suitable business example and elaborate on the details.

(CO1) [Application]