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**PRESIDENCY UNIVERSITY  
BENGALURU**

**G9H'A**

**SCHOOL OF ENGINEERING  
END TERM EXAMINATION - JAN 2024**

**Semester :** Semester V - 2021

**Course Code :** MGT2007

**Course Name :** Digital Entrepreneurship

**Program :** B.Tech.

**Date :** 03-JAN-2024

**Time :** 9:30AM - 12:30 PM

**Max Marks :** 100

**Weightage :** 50%

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**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.*

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**PART A**

**ANSWER ALL THE QUESTIONS**

**5 X 2M = 10M**

1. List the 5 D's of Entrepreneurship.

(CO1) [Knowledge]

2. List the worth of domestic products.

(CO2) [Knowledge]

3. Define Capitalism.

(CO3) [Knowledge]

4. Identify atleast 6 reasons for 90% failure of Indian startups.

(CO3) [Knowledge]

5. List the six hats of Entrepreneurial Thinking.

(CO4) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**5 X 10M = 50M**

6. Explain the drivers of market economy in business.

(CO1) [Comprehension]

7. Design thinking is a method of designing products and services as per customer needs. List five action phases of Design Thinking.  
(CO2) [Comprehension]
8. Describe the traits, competences and drivers of digital entrepreneurship success.  
(CO3) [Comprehension]
9. Business models (BMs) are Master Business Plans used to assess the economic viability of a business concept. With reference to this context, Identify the goal of BMs.  
(CO3) [Comprehension]
10. The rapidly changing world of technology gives a lot of opportunities to leverage and create business ventures. With reference to this context, list the emerging technologies for entrepreneurial opportunities.  
(CO4) [Comprehension]

### **PART C**

#### **ANSWER ALL THE QUESTIONS**

**2 X 20M = 40M**

11. Digital Business Model is the Master Plan of an Individual or Organization to create and deliver superior customer experience and revenue streams by leveraging digital technology, ecosystems, and platforms. With reference to this context, answer the following questions:  
(a) Identify the 4 key aspects of the Digital Business Model.  
(b) Identify the 5 Critical Success Factors of the Digital Business Model  
(CO3) [Application]
12. The customer pain point is an opportunity for the entrepreneur to solve the problem. With reference to this context, answer the following questions:  
(a) List the three premises of opportunity assessment  
(b) Explain these premises with suitable examples.  
(CO4) [Application]