

Roll No



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SET B**

**SCHOOL OF MANAGEMENT  
MID TERM EXAMINATION - DEC 2023**

**Semester :** Semester I - 2023

**Course Code :** MBA3051

**Course Name :** Sem I - MBA3051 - Entrepreneurship and Business Ethics

**Program :** MBA

**Date :** 4-DEC-2023

**Time :** 2:00PM -

3:30PM **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. Define Social and Economic perspective of Entrepreneurship. Give relevant examples.  
(CO1) [Knowledge]
2. State any three types of Entrepreneurship and give relevant examples..  
(CO1) [Knowledge]
3. Outline briefly Socio-entrepreneurship with an appropriate example.  
(CO1) [Knowledge]
4. Identify the critical challenges for entrepreneurs in a real-world business scenario.  
(CO2) [Knowledge]
5. List the nine blocks of the canvas.  
(CO2) [Knowledge]

**PART B**

**ANSWER ALL THE QUESTIONS**

**(3 X 6 = 18M)**

6. Identify the factors of start-up journey from idea to launch.  
(CO1) [Comprehension]

7. Explain the importance of adaptability in business models. Interpret the entrepreneurs use of the Business Model Canvas as a dynamic tool for iteration and adaptation in response to changing market conditions.

(CO2) [Comprehension]

8. "Mitti Cool" makes clay products and clay pots that lead to a healthy, natural life and also revive our rich tradition. It is all about re-growing these rich lost roots of Indian culture into the modern environment. Mitticool prides its initiative on preserving our old preserving culture and is an initiative by Mansukhbhai Prajapati who hails from Wankaner, Gujarat, from a potter's family. His dream child, Mitti Cool, is an attempt towards connecting mankind more irrevocably with clay and soil. He is already paving the way for Mitti Cool to go both national as well as international.

Is Mansukhbhai a businessman or an entrepreneur? Express the difference between a traditional businessman and an entrepreneur.

(CO2) [Knowledge]

### **PART C**

#### **ANSWER THE FOLLOWING QUESTION**

**(2 X 11 = 22M)**

9. Evaluate the effectiveness of government frameworks and initiatives in fostering entrepreneurship, considering the origin and evolution of entrepreneurship in the context of a country's economic development. Compare and contrast different types of entrepreneurs, examining their roles in the entrepreneurial trinity of vision, strategy, and execution.

(CO1) [Application]

10. Execution is often cited as a critical challenge for entrepreneurs. How can strong leadership address common execution challenges, such as resource allocation, team alignment, and adaptation to changing circumstances? Demonstate how successful entrepreneurs have demonstrated leadership in navigating execution hurdles and turning challenges into opportunities.

(CO2) [Application]