

Roll No																			
---------	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**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. List the characteristics of entrepreneurship. (CO1) [Knowledge]
2. Entrepreneurs often face tough decisions in balancing risk and reward. State an example from a real or hypothetical entrepreneurial scenario where taking a calculated risk led to significant rewards. (CO1) [Knowledge]
3. Outline the role of leadership in the entrepreneurial journey, emphasizing key leadership qualities essential for success. (CO1) [Knowledge]
4. State the purpose of building block in the Business Model Canvas. (CO2) [Knowledge]
5. Outline the significance of Alexander Osterwalder's contribution to business model development. (CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(3 X 6 = 18M)

6. Discuss the factors related to GOI initiative for entrepreneurs (CO1) [Comprehension]
7. Discuss the entrepreneurial trinity approach of life cycle. (CO2) [Comprehension]

8. Businesses earn money through different revenue models. Discuss any three models in brief with an example in each case.

(CO2) [Knowledge]

PART C

ANSWER THE FOLLOWING QUESTION

(2 X 11 = 22M)

9. Examine the interplay between the social and economic perspectives of entrepreneurship, analyzing how entrepreneurs navigate the complex landscape of societal needs and economic demands with real-time examples..

(CO1) [Application]

10. "Examine the process of transforming a conventional nine-block Business Model Canvas into a digital framework for an established brick-and-mortar business aiming for digital integration. Analyze how the company addresses the additional blocks introduced in the digital canvas, such as data and digital infrastructure.

(CO2) [Application]