



**PRESIDENCY UNIVERSITY,  
BENGALURU**

**SCHOOL OF LAW**

**MID TERM EXAMINATION**

**Odd Semester:** 2018-19

**Course Code:** BBL 106

**Course Name:** Entrepreneurship

**Branch & Sem:** BBA., LL.B. (Hons.) V Sem

**Date:** 29 October 2018

**Time:** 2 Hours

**Max Marks:** 60

**Weightage:** 30%

**Instructions:**

(i) **All parts of the question paper are compulsory**

**Part A**

Answer **all** the Questions. **Each** question carries **two** marks. (10x2=20)

1. Mention any two myths about entrepreneurship?
2. What do you mean by Incremental Innovation?
3. Mention any four characteristics associated with entrepreneurs?
4. Define Social Entrepreneurship?
5. What are the methods used to develop creativity?
6. List any two managerial reason that can cause a new venture fail?
7. What are the sources of ideas for budding entrepreneurs?
8. Define Partnership?
9. What is the objective of a patent?
10. What are the advantages of acquiring an ongoing venture?

**Part B**

Answer **all** the Questions. **Each** question carries **five** marks. (4x5=20)

11. 'Entrepreneurship has a dark side' Elaborate this statement with examples
12. Critically examine the need for Corporate Entrepreneurship? Identify the key elements on which managers develop a corporate entrepreneurship strategy?
13. Define Innovation? Examine the major types of innovation?
14. What is meant by term 'franchise'? What are the major advantage and disadvantage of franchising?

## Part C

Answer **all** the Questions. **Each** Question carries **ten** marks.

(3Q=20)

### A Product Design Problem

When Asha learned that the government was soliciting contracts for the manufacture of microcomputer components, she read the solicitation carefully. Asha's knowledge of microcomputer is extensive, and for the past five years she has been the university professor actively engaged in research in this area. If she could land this government contract, Asha feels certain she would be well on her way to going into business designing microcomputer components.

Asha asked for a leave of absence so she could bid on the microcomputer contract. She then worked up a detailed proposal and submitted it to the government. Eight months ago, she learned that she had been awarded the contract. For next four months, Asha and two university colleagues who had joined her worked on completing their state-of-the-art components. When private firms learned of their contract, Asha was inundated with requests for components. She realized that as soon as she completed her government contract, she would be free to enter into contracts with private firms. Two months ago, Asha shipped the components to the government. The next week, she began signing contracts with firms in the private sector. In all, Asha signed agreements with six firms to provide each of an average of \$400,000 worth of components during the next four months. Last week, the first shipment of components was delivered to one of the private firms.

In the mail delivered earlier today, Asha received a letter from the government. The communication informed her of a quality problem with the components she had manufactured and shipped. Part of the letter read, "It took approximately four weeks of use before it became evident that your components have quality flaws. We believe the problem is in the basic design. We would like to meet with you at the earliest possible time to discuss your design and to agree on which steps must be taken in order for you to comply with the terms of your contract". Asha hoped to keep this news quiet until she could talk to the government authorities and find out what was going wrong. However an hour ago she received a call from one of the private firms. "We hear that the microcomputer components you had shipped to the government had a quality flaw" the speaker told Asha. "Could you tell us exactly what the problem is?"

### Questions

15. Identify the issues here? What mistakes did Asha make in terms of the new venture?
16. How could this problem have been prevented? Defend your answer.
17. What are the lessons about new venture assessment does this case provide? Provide all the steps