



ROLL NO:

**PRESIDENCY UNIVERSITY, BENGALURU**  
**SCHOOL OF ENGINEERING**

Weightage: 20%

Max Marks: 40

Max Time: 1hr.

Tuesday, 25<sup>th</sup> September 2018

**TEST - 1**

Odd Semester 2018-2019

Course: MGT 113 Digital Entrepreneurship

V Sem  
ECE,EEE,MEE,PEE

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**Part A**

**Answer Any Two of the Following Three Questions** (2 Q x 5 M = 10 Marks)

1. Draw the Conceptual Diagram of Creativity to Entrepreneurship.
2. Draw the Conceptual Diagram of Lasting Value Creation Zone.
3. What are the 5 Steps of Design Thinking?

**Part B**

**Answer Any Four of the Following Five Questions:** (4 Q x 5 M = 20 Marks)

4. According to the HBR Article "The Questions Every Entrepreneur Must Answer":
  - Why many startups fail to scaleup? (Bullet Points and Diagrams)
5. According to the author of HBR Article "Natural Born Entrepreneur":
  - What are the ten natural abilities or characteristics of an entrepreneur?
6. According to the author of the Article "What Makes Entrepreneurs-Entrepreneurial":
  - What are differences between causal and effectual reasoning? (Bullet Points and Diagrams)
7. According to the author of HBR Article "What Entrepreneurs Get Wrong?"
  - Name at least 5 common mistakes that most entrepreneurs do. (Bullet Points only)
8. According to the author of HBR Article "The Global Entrepreneur":
  - What are the key Competencies that a Global Entrepreneur has to have? (Bullet Points only)

**Part C**

(1 Q x 10 M = 10 Marks)

9. Draw the Lifecycle Diagram of Digital Entrepreneurship



## PRESIDENCY UNIVERSITY, BENGALURU SCHOOL OF ENGINEERING

Max Marks: 40

Max Time: 120 Mins

Weightage: 20%

### 2<sup>ND</sup> MID-TERM EXAMINATION

V Semester 2018-2019

Course: MGT 113 Digital Entrepreneurship

Nov' 26, 2018

#### Part A

Answer Any Four of the Following Five Questions

(4 Q x 2.5 M= 10 Marks)

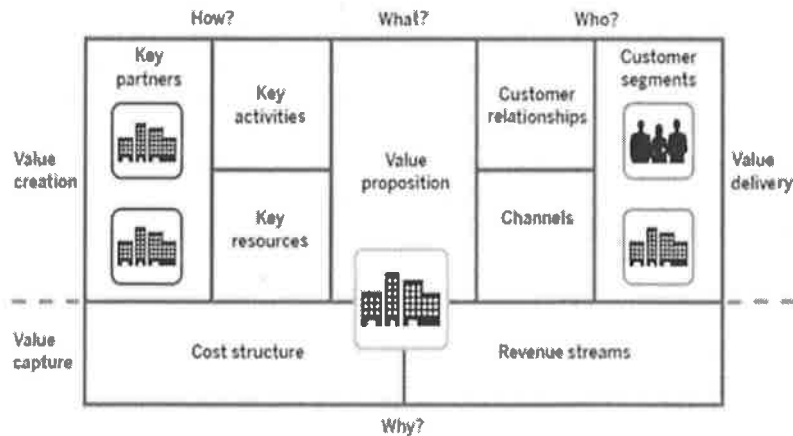
1. Name 5 of the 7 essentials abilities of Entrepreneurship.
  1. **Identify** an opportunity
  2. **Evaluate** an idea and assess the market
  3. **Appreciate** the risks and rewards of entrepreneurship
  4. **Leverage** experiments to validate your idea and refine your business strategy
  5. **Discover** the key financial decisions any entrepreneur must make in the early stages of a new venture
  6. **Understand** the process of raising capital and how to speak to investors
  7. **Learn** from successful entrepreneurs and leading venture capitalists, as well as peers
2. What are the 5 essentials for evaluation of the potentiality of a proposed venture?
  1. Quantification of Target Market Size
  2. Size of Desired Market Share?
  3. Desired Margin?
  4. Expected EBITDA
  5. Probability of Success?
3. What do you understand by 'Digital Platform'?
  1. A **platform** is a product or an App that serves or enables other products or services.
  2. A set of software functions, procedures, communication protocols and tools that **allow others to create their applications by accessing the features or data of an operating system, application, or other application services.**
  3. For example, Facebook is a **social media platform for sharing photos, videos and messages.**
  4. Instagram is a digital platform for instant messaging.
  5. OBOPAY is a global mobile money transaction platform.
4. Name the 5 emerging technologies, which has high entrepreneurial potential /value.
  1. Artificial Intelligence #AI /Machine Learning / Deep Learning
  2. Internet of Things #IOT / #IIOT & Sensors & Wearables
  3. Blockchain—Distributed Ledger Systems, Cryptocurrencies, DAOs, DApps
  4. Big Data—Apps, Infrastructure & Predictive Analytics
  6. Robots incl. Drones & Autonomous Vehicles—Consumer/Commercial/Industrial Robots and Robotics
  7. 3D Printing—Additive Manufacturing and Rapid Prototyping

5. What are the 5 prerequisites of receiving any financial support?
  1. Disruptive/ innovative Power of the Idea
  2. Execution Ability of the Entrepreneur to Transform the Idea into a 'Hot Product'
  3. Size of the Market and Future Potentials
  4. Goodness of the Business Plan
  5. Probability of Success.

### Part B

**Answer Any Three of the Following Four Questions:** (3 Q x 5 M = 15 Marks)

6. According to the HBR Article "Start-Ups That Last":
  - What are 4 critical activities that startups do successfully for scaling up their venture? (1.5\*4 = 5 Marks)
    1. Hire Functional Experts and Delegate Tasks and Responsibilities
    2. Add Management Structure for the organization
    3. Build Planning and Forecasting Capabilities.
    4. Spell out and Reinforce Cultural Values.
7. According to the author of HBR Article "Beating the Odds When You Launch New Venture":
  - What are the 3 risks that a startup entrepreneur must uncover and address? (3\*1 = 3 Marks)
    1. Deal Killing Risks
    2. Path Dependent Risks
    3. Operational Risks.
  - What do you understand by the statement "Great Entrepreneurs don't take risk; they manage them." (2 Marks)
    1. Entrepreneurship is a risky effort. There is no reward without the risks.
    2. One has to find out new ways to manage/handle the same.
8. According to the author of the Article "Why the Lean Start-Up Changes Everything":
  - Name the 9 Blocks of Business Model and Place them in the Business Model Canvas.



9. According to the author of HBR Article “How to Launch Your Digital Platform?”
- What are the 5 basic questions that an entrepreneur must ask? (Bullet Points only) (5\*1 = 5 Marks)
    1. Can I Attract Large Group of Users at once?
    2. Can I Offer Stand-Alone Value
    3. Can I Build Credibility with Customers
    4. How Should the Users Be Charged?
    5. How to Make the Platform Compatible with Legacy Systems?

### Part C

**Answer the Following Questions:**

(5 + 5 + 5 = 15 Marks)

**10. Your Digital Entrepreneurial Venture:**

After several months of brainstorming and market research, you decided to launch a new affordable ‘Smart Mobile Phone’ with solar battery. The Mobile Phone will always be on. No Recharge is required. The quick market research reveals the followings:

- Target Market is India.
- 1.3 billion Indians are Residents of Cities, Towns and Villages.
- 40% Indian Lives in Cities and 60% in Towns and Villages.
- Indians like Mobile Phones, but only 60% of urban people and 40% rural people can afford it.
- 30% Indians’ Average Income is equivalent to an US Citizen. 40% of Indian are middle income group.
- Middle income groups are very ambitious and try to follow the lifestyle of upper income groups.
- You decided to launch 2 variants [Eureka X (Advanced) and Eureka – B (Basics)]
- You decided Price ( $P_A$ ) the Eureka X (Advanced) as ₹ 15000 and Eureka – B (Basics) as ₹ 10,000.
- Your target for Eureka X is rich Urban Indians (30% of urban population).
- Your target for Eureka B is ordinary Indians (70% of urban population) and 50% of rural population
- You decided to capture 20% of Urban and 30% of Rural Market Share ( $F_A$ ).

- A. Calculate the Market Size ( $Q_A$ ) of “Eureka X” and Eureka – B in Quantity & ₹ based on given Price? 2.5+2.5 = 5
- B. Calculate the Size of Your Market Share in ₹ ( $V_A$ ) for Eureka-X and Eureka-B? 2.5+2.5 = 5
- C. Calculate Your Expected Yearly EBITDA for ₹ 3000 Margin Per Unit of Eureka X and 2000 Per Unit of Eureka – B. 2.5+2.5 = 5

**Answer:**

A. Calculate the Market Size ( $Q_A$ ) of “Eureka X” and Eureka – B in Quantity & ₹ based on given Price?

Answer: Let us understand the Market Size from the Data given:

**Indian Population** =  $1.3 \times 10^9$

**Urban Population** =  $1.3 \times 0.4 \times 10^9 = 0.52 \times 10^9 = 52 \times 10^7 = 52$  Cores (40% of Total Population)

**Rural Population** =  $1.3 \times 0.6 \times 10^9 = 0.78 \times 10^9 = 78 \times 10^7 = 78$  Cores (60% of Total Population)

**Target for Eureka X** = 30% of Indian Urban Population =  $52 \times 10^7 \times 0.3 = 15.6 \times 10^7 = 15$  Cores

**Target for Eureka B** = 70% Urban + 50% Rural =  $(52 \times 0.7 + 78 \times 0.5) \times 10^7 = (36 + 39) \times 10^7 = 75$  Cores

∴ **Market Size ( $Q_A$ ) of “Eureka X” in Quantity = 15 Cores**

Market Size ( $Q_A$ ) of "Eureka B" in Quantity = 75 Cores

Market Size ( $Q_A$ ) of "Eureka X" in ₹ =  $15 \times 10^7 \times 15000 = ₹ 225,000 \times 10^7 = ₹ 225,000$  Cores

Market Size ( $Q_A$ ) of "Eureka B" in ₹ =  $75 \times 10^7 \times 10000 = ₹ 750,000 \times 10^7 = ₹ 750,000$  Cores

2.5+2.5 = 5

B. Calculate the Size of Your Market Share in ₹ ( $V_A$ ) for Eureka-X and Eureka-B?

**Formula for Market Share in  $V_A = Q_A \times P_A$**

Market Share ( $V_A$ ) of "Eureka X" in ₹ = ₹ 225,000 x 0.2 = ₹ 45,000 Cores

(Note: Total Urban Market Size = 15 Cores and 20% of 15 Cr = 3 Cores of People, Unit Price = ₹15000)

Market Share ( $V_A$ ) of "Eureka B" in ₹ =  $(52 \times 0.7 \times 0.2 + 78 \times 0.5 \times 0.3) \times 10^7 \times 10000 = ₹ 189,800 \times 10^7 = ₹ 189,800$  Cores

(Note: Marketing Share of Eureka – B = 20% of 70% of Urban (52 Cr.) + 30% of 50% of Rural (78 Cr)  
Unit Price of Eureka B = ₹10000)

C. Calculate Your Expected Yearly EBITDA for ₹ 3000 Margin Per Unit of Eureka X and ₹ 2000 Margin Per Unit of Eureka – B.

**Formula for Expected Yearly EBITDA in ₹  $E_{MAX} = Q_{MAX} \times M_A$**

Yearly EBITDA for Eureka X = Expected Market Share of "Eureka X" in Quantity x ₹ 3000 =  $15 \times 10^7 \times 0.2$  (20% of Urban) x ₹3000 (Margin Per Unit) =  $3 \times 10^7 \times ₹ 3000 = ₹ 9,000$  Cores

Yearly EBITDA for Eureka B = Expected Market Share of "Eureka X" in Quantity x ₹ 2000 =  $₹ 189,800 \times 10^7 \div 10,000 = 18.98 \times 10^7 \times ₹ 2000 = ₹ 37,960$  Cores

\*\*\* Good Luck \*\*\*



**PRESIDENCY UNIVERSITY,  
BENGALURU**

**SCHOOL OF ENGINEERING**

**Test 2**

**Odd Semester:** 2018-19

**Date:** 28 November 2018

**Course Code:** MGT 113

**Time:** 1 Hour

**Course Name:** Digital Entrepreneurship

**Max Marks:** 40

**Branch & Sem:** ECE, EEE, MEE & PEE & V Sem

**Weightage:** 20%

**Instruction:**

- (i) Read the question properly and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and Non-programmable calculators are permitted

**Part A**

Answer **any four** Questions. **Each** question carries **two and half** marks (4x2.5=10)

1. Name 5 of the 7 essentials abilities of Entrepreneurship.
2. What are the 5 essentials for evaluation of the potentiality of a proposed venture?
3. What do you understand by 'Digital Platform'?
4. Name the 5 emerging technologies, which has high entrepreneurial potential /value.
5. What are the 5 prerequisites of receiving any financial support?

**Part B**

Answer **all** the Questions. **Each** question carries **five** marks (3x5=15)

6. According to the HBR Article "Start-Ups That Last":
  - a. What are 4 critical activities that startups do successfully for scaling up their venture? (1.5\*4= 5 Marks)
7. According to the author of HBR Article "Beating the Odds When You Launch New Venture":
  - a. What are the 3 risks that a startup entrepreneur must uncover and address? (1\*3=3 Marks)
  - b. What do you under by the statement "Great Entrepreneurs don't take risk; they manage them." (2 Marks)
8. According to the author of the Article "Why the Lean Start-Up Changes Everything":
  - a. Name the 9 Blocks of Business Model and Place them in the Business Model Canvas.
9. According to the author of HBR Article "How to Launch Your Digital Platform?"
  - a. What are the 5 basic questions that an entrepreneur must ask? (Bullet Points only) (5\*1 = 5 Marks)

## Part C

Answer the below question and carries **Fifteen** marks

(5+5+5=15)

### 10. Your Digital Entrepreneurial Venture:

After several months of brainstorming and market research, you decided to launch a new affordable 'Smart Mobile Phone' with solar battery. The Mobile Phone will always be on. No Recharge is required. The quick market research reveals the followings:

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- Your target for Eureka X is rich Urban Indians (30% of urban population).
- Your target for Eureka B is ordinary Indians (70% of urban population) and 50% of rural population
- You decided to capture 20% of Urban and 30% of Rural Market Share ( $F_A$ ).

$$2.5+2.5 = 5$$

a) Calculate the Market Size ( $Q_A$ ) of "Eureka X" and Eureka – B in Quantity & ₹ based on given Price?

$$2.5+2.5 = 5$$

b) Calculate the Size of Your Market Share in ₹ ( $V_A$ ) for Eureka-X and Eureka-B?

$$2.5+2.5 = 5$$

c) Calculate Your Expected Yearly EBITDA for ₹ 3000 Margin Per Unit of Eureka X and 2000 Per Unit of Eureka – B.

\*\*\* Good Luck \*\*\*



**PRESIDENCY UNIVERSITY  
BENGALURU**

**SCHOOL OF ENGINEERING**

**END TERM FINAL EXAMINATION**

**Odd Semester:** 2018-19

**Date:** 31 December 2018

**Course Code:** MGT113

**Time:** 2 Hours

**Course Name:** Digital Entrepreneurship

**Max Marks:** 80

**Programme & Sem:** ECE, EEE, MEE & PEE & V Sem

**Weightage:** 40%

**Instructions:**

- (i) *Avoid false numbering*
- (ii) *Elucidate your answers with suitable illustrations where needed*

**Part A**

Answer any four Questions. Each question carries five marks.

(4Qx5M=20)

**Special Instructions:** Be Specific and precise in your answers

1. List out the Four Critical Dos of Designing a Successful Business Model.
2. Depict the Four Elements of Successful Business Model with Diagram.
3. Depict (Draw) the Characteristics of Entrepreneurial Thinking Process.
4. Draw the Diagram of Foundation of Profit.
5. Outline the Diagram of Seven Dimensions of Digital Business Strategy?
6. Name any Four of the Seven Revenue Options of Digital Entrepreneurship

**Part B**

Answer the Questions.

(10+5+5+5+5=30)

**Special instructions:** Part B questions are of situation based. Your answers must be based on the situation and its analysis and must be precise and relevant to the materials provided during the class hours. Writing more will not attract more marks.

7. Lymbyc.com is a Bangalore based startup. It uses Artificial Intelligence and Data Analytics and provides a platform for small, medium and large business houses to discover and predict the behavior of their consumer and help to make flaw less data driven decisions. Understanding customers' behavior is the most critical factors of success for digital business, yet our knowledge of consumers' behavior of the disruptive digital world is grossly incomplete.  
Lymbyc's Innovative solution is a path finder. The users of Lymbyc's solution and the analytic platform are harvesting rich dividend.



You have been appointed as the Executive Assistant of Satyakam Mohanty, the Chief Executive Officer (CEO) of Lymbyc.

You have been asked to do the followings:

- a) Use the MAP-STEP Analytic and Conduct Market Potentiality Analysis (MPA) and Product Fitness Analysis for Lymbyc. (In Bullet Point Only) **(5+5=10)**
- b) Who are the Customers of Lymbyc? Articulate the 'Value Proposition'/Offerings of Lymbyc. (In Bullet Points Only) **(2+3=5)**
- c) Articulate Why Customers will "Pay for the Services" of Lymbyc? Name Two Key Resource Requirements of Lymbyc? **(3+2=5)**
- d) Articulate the Unique Selling Proposition (USP) of Lymbyc's Service and Name (Identify) Two Suitable Revenue Options of Lymbyc. **(3+2=5)**
- e) Name the Three Performance Indicators of Lymbyc. How the Business Model of Lymbyc is different (Bullet Points Only) from Amazon? **(3+2=5)**

### Part C

Answer the Questions.

**(5+5+2+2+3+3+2+4+4=30)**

**Special Instructions: Part C questions** are of application type related to preparation of Business Plan for Startups, who are yet to develop their products. Your answer must be based on the 'Digital Entrepreneurship Canvas Model'. Be Critical, logical and precise in your answer. Writing more will not attract more marks.

8. Centre for Innovation and Incubation for Digital Entrepreneurship Research (CIIDER) of School of Management of Presidency University, Bangalore decided to incubate 10 most creative individuals to fine tune their ideas and transform the ideas into viable businesses.

All the students of Digital Entrepreneurship are requested to submit their Digital Entrepreneurship Business Plan using 'Digital Entrepreneurship Canvas Model'.

A business plan is a working document that describes the followings:

- (i) It describes your idea of attracting large number of customers, who would be 'Willing to Pay' (WTP), for your Product / Services that you would like to create,
  - (ii) Understanding Customers' Pain-Points, Hidden Desires & Action Triggers,
  - (iii) Developing Breakthrough Solutions for Customers' Pains,
  - (iv) Finding Matching Allies for Co-Creation of Superior Customer Experience,
  - (v) Deciding Right Pricing and Delivery Strategy,
  - (vi) Estimating the Size and Value of the target Market and
  - (vii) Developing strategy for capturing the Value (Describing the Profit Formula).
- Your 'Business Plan', must include the following amongst others:

- a) Name the Products and/ or Services, Customers and Competitors of Your Proposed Business **(5 Marks)**
- b) Articulate the Key Value Creation Activities of Your Proposed Business **(5 Marks)**
- c) State 2 reasons why Customers will Buy your Products Services **(2 Marks)**
- d) Specify the Platforms and Partners of Your Digital Business **(2 Marks)**
- e) How would you Price Your Products/ Services (Revenue options)? **(3 Marks)**
- f) How will you Find Your Customers? **(3 Marks)**
- g) Articulate how you would propose to deliver and distribute the offering. **(2 Marks)**
- h) Estimate the costs and profit potential of the offering, at the proposed Price per unit of the Product/ Service. **(4 Marks)**
- i) How do you propose to handle Deal Killing and Operational Risks? **(4 Marks)**

