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**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF ENGINEERING
MAKE UP EXAMINATION - JUN 2023**

Semester : Winter Semester : 2022-23

Course Code : MGT113

Course Name : Sem VI - MGT113 - Digital Entrepreneurship

Program : B.Tech. Computer Science and Engineering

Date : 15-JUN-2023

Time : 9.30AM - 12.30PM

Max Marks : 100

Weightage : 50%

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

(6 X 5 = 30M)

1. While assessing competition and market structure, one of the important aspects is to assess: "Entry Barriers". With reference to this context, describe the "Entry Barrier" with suitable examples.
(CO4) [Knowledge]
2. Identify atleast 6 reasons for 90% failure of Indian startups.
(CO3) [Knowledge]
3. With the help of a neat diagram of Customer Analysis Diagram, explain "Customer analysis", with applicable examples.
(CO1) [Knowledge]
4. List the six hats of Entrepreneurial Thinking.
(CO3) [Knowledge]
5. To be a successful entrepreneur, there are several abilities that are necessary. With reference to this context, recall the 7 essential abilities of entrepreneurship.
(CO4) [Knowledge]
6. Recall the cornerstones of Entrepreneurship.
(CO2) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(5 X 8 = 40M)

7. 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) [Comprehension]
8. 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.
(CO3) [Comprehension]
9. With the help of a neat sketch, explain the Goal of the Business in terms of perceived customers' Value (V), Price (P), & Cost (C).
(CO2) [Comprehension]
10. 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) [Comprehension]
11. Acquiring customers is a very important strategy for realizing value. With reference to this context, indicate 4 steps of Customer Acquisition. Give suitable examples, as applicable.
(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

(2 X 15 = 30M)

12. Design Thinking is a methodology of designing products/services which are based on what customers need and want, and also what the customers like or dislike. In view of this context, answer the following questions:
(a) Identify the 5 steps of Design Thinking with suitable examples.
(b) Explain the Design Thinking Process, with a suitable diagram
(c) Explain the importance of Prototyping with suitable examples.
(CO3) [Application]
13. MAP-STEPS is an integrated analytical framework for the formulation and governance of business in the Digital Economy. With reference to the above context, answer the following questions:
(a) Draw a neat sketch MAP-STEPS framework
(b) List the constituents of MAP-STEPS methodology
(CO4) [Application]