**UPES**
**End Semester Examination, May 2023**

Course: Entrepreneurship
Program: MBA
Course Code: UCIE 8004

Semester: 4th
Time      : 03 hrs.
Max. Marks: 100

Instructions:

## SECTION A
## 10Qx2M=20Marks

| S. No. | | Marks | CO |
|---|---|---|---|
| Q 1 | Statement of question | | |
| A | "Innovation is fundamental to problem solving, increased productivity and staying one step ahead of the competition". Considering above statement share a detailed example of startup/company which miserably failed because of not innovating its product. | 10 | CO1 |
| B | Imagine you wish to start an Electric Bike rental service as a startup in your city today. Identify the following components with relevance to Business Model Canvas. (i) USP (ii) Customer segments (iii) Key Partners (iv) Cost. | 10 | CO3 |

## SECTION B
## 4Qx5M= 20 Marks

| Q 2 | Statement of question | Marks | CO |
|---|---|---|---|
| A | "Opportunity recognition is a first step to any successful startup". With reference to above, elaborate the various sources of idea generation. | 5 | CO2 |
| B | Discuss the various stages of startup life cycle | 5 | CO1 |
| C | As a result of the emergence of service industries startup eco system has seen significant opportunities arising. Justify with relevant example | 5 | CO4 |
| D | In brief differentiate between the Intrapreneur and Entrepreneur. | 5 | CO2 |
| | | | |

## SECTION-C
## 3Qx10M=30 Marks

| Q 3 | Statement of question | Marks | CO |
|---|---|---|---|
| A | Funding is an important aspect required to scale a business, post fetching the initial few customer". In detail discuss the various avenues of funding for startup | 10 | CO4 |
| B | "Team plays a vital role in building a successful venture". With respect to above elaborate the following 4 pillars of successful team. (i) Common purpose and shared value goals (ii) Development of skills (iii) Synergetic Harmony (iv) Keep the accent on the positive. | 10 | CO5 |

| C | SWOT analysis is necessary for budding entrepreneurs before entering into market. Imagine you wish to open Ed.Tech company, please do the SWOT analysis of the same. | 10 | CO2 |
|---|---|---|---|

## SECTION-D
### 2Qx15M= 30 Marks

| Q | A business plan is a written document describing a company's core business activities, objectives, and how they plan to achieve their goals. Corresponding to the same, discuss in detail the various components that contributes to a successful implementation of business plan. | 15 | CO4 |
|---|---|---|---|
| | "Business Model Canvas is a great tool to help you understand a business model in a straightforward, structured way." Give a brief description about BMC and in brief enumerate all the components. | 15 | CO3 |