

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Term Examination, May 2021

Course: Entrepreneurship

Semester: IV

Program: BCOM

Time: 03 Hours

Course code: UCIE2001P

Max. Marks: 100

SECTION A(30 Marks)

1. Each Question carries 5 Marks

2. Instruction: Complete the statement / Select the correct answer(s)

		CO
Q 1	_____ is an individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity. A. Government B. Entrepreneur C. Businessman D. Angel Investor	CO 5
Q 2	Which of the following is a component of Business Model Canvas A. Balance Sheet B. Cash Flow Statements C. Channels D. Owner's Equity	CO 4
Q 3	From which of the following sources ideas cannot be generated? A. Emerging technologies B. Government C. Brain storming D. Training	CO 2
Q 4	A _____ is a brief presentation that gives potential investors or clients an overview of your business plan, products, services and growth traction. A. Elevator Pitch B. Pitch Deck C. Business Model Canvas D. Idea Framework	CO 3
Q 5	Which of the following are the traits of an entrepreneur A. A risk bearer B. An organizer C. An innovator D. All of the above	CO 1
Q 6	MVP stands for _____	CO 4

SECTION B (50 Marks)**1. Each question carries 10 marks****2. Instruction: Write short / brief notes**

Q 7	Illustrate the various stages of a startup life cycle,	CO 1
Q8	In brief elaborate the importance of team and its role in scaling your vature.	CO 2
Q9	Discuss the various sources for generating Business ideas.	CO 3
Q10	“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 enumerate all the different components and give a brief description about any 4 component.	CO 5
Q 11	“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.	CO 5

Section C (20 Marks)**1. Each Question carries 20 Marks.****2. Instruction: Write long answer.**

Q 12	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.	CO 4
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