


Name:	
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: Entrepreneurship	Semester: 4th
Program: MBA	Time : 03 hrs.
Course Code: UCIE8004	Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the questions or write full statements of answers.	2 marks each [2*10=20]	CO1
	<ol style="list-style-type: none"> 1. Which part of the business model is written at the last but submitted as the first content <ol style="list-style-type: none"> a. Executive Summary b. Financial Projection c. Company's Overview d. Products and Services 2. What is the term used to describe the phenomenon where women start businesses out of necessity rather than opportunity? <ol style="list-style-type: none"> a. Forced entrepreneurship. b. Niche entrepreneurship. c. Lifestyle entrepreneurship. d. Involuntary entrepreneurship. 3. What is the purpose of conducting a SWOT analysis during feasibility analysis? <ol style="list-style-type: none"> a. To assess the financial viability of the business idea. b. To evaluate the technical requirements of the business. c. To identify internal strengths and weaknesses, as well as external opportunities and threats. d. To determine the market potential of the business. 4. Which funding source involves borrowing money from financial institutions with a promise to repay the principal amount plus interest? <ol style="list-style-type: none"> a. Bootstrapping b. Angel investing c. Venture capital d. Bank loans 		

	<p>5. What distinguishes a serial entrepreneur from other types of entrepreneurs?</p> <ol style="list-style-type: none"> Serial entrepreneurs focus solely on maximizing profits. Serial entrepreneurs start multiple businesses over their lifetime. Serial entrepreneurs operate within established organizations. Serial entrepreneurs only start businesses in a specific industry. <p>6. Which of the following is a common challenge faced by small-scale industries?</p> <ol style="list-style-type: none"> High levels of competition from multinational corporations. Lack of government support and incentives. Limited demand for their products and services. All of the above. <p>7. What is the term used to describe the process of dividing a market into distinct groups of buyers with similar needs and characteristics?</p> <ol style="list-style-type: none"> Market segmentation Target marketing Positioning Differentiation <p>8. Which type of government support program involves providing tax breaks or exemptions for small businesses?</p> <ol style="list-style-type: none"> Subsidized loans Business incubators Tax incentives Networking events <p>9. Which of the following elements is NOT typically included in a business plan?</p> <ol style="list-style-type: none"> Competitive analysis Human resources policies Financial projections Marketing strategy <p>10. Which of the following is a characteristic of venture capital investments?</p> <ol style="list-style-type: none"> Low risk and guaranteed returns Short-term focus on quick profits Long-term investment horizon with higher risk and potential for high returns Limited access to resources and capital 		

SECTION B 4Qx5M= 20 Marks			
	Attempt all questions. Each Question to be answered shortly.		
Q2	Discuss the role of Venture Capitalists in the development of the economy.	5 marks	CO2
Q3	Discuss the difference between an Entrepreneur and Intrapreneur	5 marks	CO1
Q4	The path of entrepreneurship is normally filled with challenges. Discuss the various external and internal challenges faced by small – scale enterprises at various phases	5 marks	CO2
Q5	Discuss any 5 Government Schemes supporting entrepreneurial growth in India.	5 marks	CO4
SECTION-C 3Qx10M=30 Marks			
	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one.		
Q6	Discuss in detail the various stages of Venture Capital.	10 marks	CO4
Q7	“Its important to check if the idea is viable”. In the same context, discuss various types of feasibility an entrepreneur needs to perform to make sure the business idea is promising of result.	10 marks	CO3
Q8	Business Model Canvas is a visual representation of various elements of your business model. Elaborate the canvas 9 blocks. OR Discuss in detail the various elements of a Business Plan.	10 marks	CO3
SECTION-D 2Qx15M= 30 Marks			
	Following are 2 Questions, both are compulsory.		
Q9	<p>UrbanEats- The Journey</p> <p>UrbanEats is a food delivery startup founded by Sarah and John, two MBA graduates passionate about revolutionizing the food delivery industry. Their vision was to provide healthy and affordable meal options delivered directly to customers' doorsteps, utilizing technology to streamline operations and enhance customer experience. The journey of UrbanEats from inception to growth is an exemplary tale of entrepreneurship.</p> <p>Background: Sarah and John identified a gap in the market for convenient, healthy food delivery options. They conducted extensive market research, analyzing consumer preferences, competitors, and industry trends. With a clear understanding of the market landscape, they developed a unique business model centered around offering a diverse menu of nutritious meals prepared by local chefs and delivered via an efficient logistics network.</p> <p>Startup Phase:</p>		CO4

	<p>Armed with a solid business plan and a passion for their vision, Sarah and John embarked on the journey of entrepreneurship. They secured initial funding through personal savings, family loans, and angel investors who believed in their idea. With the capital raised, they built a robust online platform, developed partnerships with local chefs and suppliers, and launched their services in a select urban area.</p> <p>Challenges Faced: Despite a promising start, UrbanEats encountered several challenges along the way. They faced stiff competition from established food delivery services and had to differentiate themselves through superior quality, convenience, and personalized customer service. Operational challenges such as managing inventory, ensuring timely deliveries, and optimizing logistics posed significant hurdles that required innovative solutions.</p> <p>Growth and Expansion: Through perseverance and strategic decision-making, UrbanEats gradually gained traction in the market. They leveraged data analytics to understand customer preferences and optimize their menu offerings. Strategic partnerships with gyms, corporate offices, and event planners expanded their customer base and increased brand visibility. As demand grew, UrbanEats expanded their operations to neighboring cities, leveraging their scalable business model and technology-driven approach.</p> <p>Success Factors: Several factors contributed to UrbanEats' success: <u>Innovative Business Model:</u> UrbanEats differentiated itself by offering healthy, chef-prepared meals with a focus on convenience and affordability. <u>Technology Integration:</u> Leveraging technology for online ordering, delivery tracking, and customer engagement enhanced operational efficiency and customer experience. <u>Strategic Partnerships:</u> Collaborations with local chefs, suppliers, and business partners expanded UrbanEats' reach and diversified their offerings. <u>Customer-Centric Approach:</u> UrbanEats prioritized customer satisfaction, offering personalized recommendations, responsive customer support, and loyalty programs to foster customer loyalty.</p> <p>a. What market research methods could Sarah and John have employed to gather insights for UrbanEats' business plan?</p> <p>b. Identify and evaluate the key success factors that propelled UrbanEats from a startup to a successful venture in the food delivery industry.</p>	<p>5 marks</p> <p>5 marks</p>	
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	<p>c. What recommendations would you provide to Sarah and John for sustaining UrbanEats' growth and maintaining its competitive edge in the future?</p>	5 marks	
Q10	<p>An Icon of Creativity. Sabeer Bhatia, the co-founder of Hotmail is the “recipient of the TR 100 award presented by MIT to 100 young innovators who are expected to have greatest impact on technology in the next few years. He has won several laurels. “People to Watch” in International Business by TIME(2002), “Entrepreneur of the Year” by venture capital firm, Draper Fisher Jurvetson (1997) and one of 10 most successful entrepreneurs by San Jose Mercury News and POV. One needs to know what has gone into making him a highly creative person. Born in Chandigarh, India, he completed his early schooling at Bangalore, in schools with ethical values. His parents were both professionals, father, Baldev, a senior officer in the Ministry of Defence and mother, Daman, a senior officer in the Central Bank of India, who attached great value to education. He has been a brilliant student who would solve problems on the blackboard. He was a perfectionist and would feel miserable if he was unable to write everything he knew in his answer book during an exam, due to limited time. He has also been entrepreneur during his school days, and once opened a sandwich shop. He joined the Birla Institute of Technology (BIT) which he left to study at California Institute of technology after winning full scholarship. He completed his masters from Stanford university and joined Apple, where he worked for nine months. He had an urge to do something unique using the net, and he came up with “AVASOFT”, a method of using the web to create a personal database, where people could preserve their personal things. He shared his plan with his colleague, Jack Smith, who suggested to email to Javasoftware. Bhatia worked the whole night to develop the business plan. The two tried various options and came up with Hotmail as a final choice and a brand was launched in 1995. After a year, Microsoft approach them and Hotmail was sold to Microsoft for \$400 million. Bhatia, worked with Microsoft for a year and has launched two more products - Arzo and Blog Everywhere. From the above account, it is obvious that Sabeer Bhatia is brilliant, persistent, and innovative and has scientific and technical knowledge. His friends find him persistent focused and disciplined. To top at all, he is a perfectionist and entrepreneur at heart. He has an unquenching desire to create new ventures and bubble with new ideas. He feels that the Indian IT companies can be more creative, and that is his only single motivation in life.</p>		CO4
	<p>a. Analyse the competencies needed to be a successful Entrepreneur.</p>	5 marks	

	<p>b. Young Entrepreneurs are the machineries to eradicate poverty. Elucidate.</p>	5 marks	
	<p>c. Discuss the role of being persistent in the entrepreneurial journey. How if not practiced, can lead to stagnation of success or failure.</p>	5 marks	