

K. J. Somaiya Institute of Technology, Sion, Mumbai-22
(Autonomous College Affiliated to University of Mumbai)

Nov – Dec 2023

Program: B.Tech Information Technology Scheme: II

Examination: TY Semester: V

Course Code: ITC503 and Course Name: : Entrepreneurship and E-Business

Date of Exam: 02/12/2023

Duration: 2.5 Hours

Max. Marks: 60

Instructions:

- (1) All questions are compulsory.
- (2) Draw neat diagrams wherever applicable.
- (3) Assume suitable data, if necessary.

		Max. Marks	CO	BT level
Q 1	Solve any six questions out of eight:	12		
i)	List out the classification of entrepreneurs.	2	CO1	U
ii)	What is entrepreneurial leadership ?What are the characteristics of leadership.	2	CO2	U
iii)	List the various factors of entrepreneurial motivation.	2	CO2	U
iv)	What are the advantages and disadvantages of buying a business.	2	CO3	U
v)	List various objectives of management.	2	CO4	U
vi)	Define E – Commerce, M – Commerce	2	CO5	U
vii)	List out various components of E-procurement Systems.	2	CO6	U
viii)	What are the benefits of SCM ?	2	CO6	U
Q.2	Solve any four questions out of six.	16		
i)	Explain any five characteristics of an entrepreneurs.	4	CO1	U
ii)	Define Enterprise and explain various types of enterprises	4	CO2	U
iii)	Analyze various methods to create a new venture.	4	CO3	An
iv)	Analyze and explain the various functions of management.	4	CO4	An
v)	Explain the challenges faced by the E – Business?	4	CO5	U
vi)	Write a short note on CRM.	4	CO6	U

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Q.3	Solve any two questions out of three.	16		
i)	What are the motivational factors and challenges faced by women entrepreneur?	8	CO1	U
ii)	Analyze the selection process and explain each step-in detail with the help of diagram.	8	CO4	An
iii)	Explain any two E - business models in detail with diagram	8	CO5	U
Q.4	Solve any two questions out of three.	16		
i)	List and explain different types of start-ups.	8	CO2	U
ii)	Analyze and explain the various stages involved in developing the marketing plan.	8	CO3	An
iii)	Explain SCM and Elements of SCM with the help of any two existing industries in the world.	8	CO6	U
