

K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,
Vidyavihar, Mumbai- 400077

Program: PG DM -EXEC (Batch 2017-18), Trim-I
Subject: Entrepreneurship & Managing New Ventures
(End Term Examination)

Maximum Marks: 50

Duration: 3 hours

Date: 12th December 2017

Instructions

Attempt all questions. All questions carry equal marks. Please write in points

Questions

1. List two each of your hobbies, passion, hunger, frustration & necessities and then discuss the ideas you have to overcome them.
2. A team of two engineering students are in the process of launching a venture online. Determine the customers, the key partners the team can tie up with & the revenue sources for this venture.
 - a. The customer will mail them the thoughts about their partners
 - b. The entrepreneurs will design a customized song
 - c. Sing it with some instruments in the background
 - d. Send it as an audio file via email or whatsapp to the customer
3. Discuss challenges faced by a social entrepreneur of your choice.
4. Discuss the reasons of why entrepreneurs join incubators and or accelerators.
5. Describe the different investors a young entrepreneur with a fintech idea can approach.

-----**End of Paper**-----