

K. J. Somaiya Institute of Engineering and Information Technology, Sion, Mumbai-22

(Autonomous College Affiliated to University of Mumbai)

End Semester Exam

Nov – Dec 2021

(B.Tech) Program: Information Technology

Examination: TY Semester: V

Course Code: 1UITC503 and Course Name: Entrepreneurship and E-Business

Duration: 03 Hours

Max. Marks: 60

Instructions:

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

Q 1	Solve any six questions out of eight:	Max. Marks 12	CO	BT level
i)	List challenges faced by women entrepreneurs.	2	CO1	U
ii)	Explain factor which influencing entrepreneurial development.	2	CO2	U
iii)	Identify role of Entrepreneurship in Indian Economy.	2	CO3	A
iv)	Contrast various reason for Business Failures.	2	CO4	U
v)	List the advantages and disadvantages of E-Business to buyer.	2	CO5	U
vi)	Define E-Procurement & list its benefits.	2	CO6	R
vii)	Identify role of Human Resource Management in financing and venture	2	CO3	A
viii)	Define Supply Chain Management.	2	CO6	U

Q.2	Solve any four questions out of six.		16	
i)	Discuss measures which has been taken by Indian government for development of Women Entrepreneur.	4	CO1	U
ii)	Elaborate Entrepreneurship Process.	4	CO2	U
iii)	Discover method to initiate venture.	4	CO3	U
iv)	Multinational Company received new project from Indian government. Due to the less human resource they don't have skill person. To handover this project on time to government, company need to recruit new employees. Discuss Recruitment process for the same.	4	CO4	AN
v)	Describe different E-Business models with the help of example.	4	CO5	U
vi)	Explain push & pull model of SCM.	4	CO6	U
Q.3	Solve any two questions out of three.		16	
i)	Illustrate Entrepreneur with its classification.	8	CO1	U
ii)	Explain any 2 business models with the help of block diagram.	8	CO2	U
iii)	Discuss competitive analysis based on venture planning.	8	CO3	R
Q.4	Solve any two questions out of three.		16	
i)	Develop a business plan based on the following guidelines to participate in Green India/ Go Green movement announced by Indian Government a) Identify the business model b) Develop the strategic plan based on Marketing plan, SCM and CRM plan etc.	8	CO5	A
ii)	Define the strategic management process and analyse all its steps.	8	CO4	AN
iii)	Consider e-commerce website and identify functioning of CRM & SCM in it.	8	CO6	A