

Trim: June – Nov 24		
Maximum Marks: 50 Examination: ETE Exam Date: 04-12-24 Duration: 2 Hours		
Programme code: 15 Programme: PhD elective	Class: FY	Semester/Trimester: Sem 1
College: K. J. Somaiya Institute of Management	Name of the department/Section/Center:	
Course Code: 117D19E102	Name of the Course: Entrepreneurship Management	
Instructions: All questions are compulsory Please write in serial order Each question carries 10 marks.		

Question No.		Max. Marks
1	Determine a research area in entrepreneurship. Provide a rationale on why you would pursue this area for research.	10
2	Differentiate between angel investing & venture capital in India. List five differences.	10
3	Identify a sustainable entrepreneurship idea in the food industry. Discuss five reasons on why this would be successful.	10
4	Discuss five reasons for failure in entrepreneurship. Give one example.	10
5	<p>Scenario: AquaSolar is a renewable energy start up with the idea of a social entrepreneurship venture for small and medium sized fishermen.</p> <p>They plan to replace the current diesel engines of fishing boats with engines that are solar powered.</p> <p>As they grow they would like to create hybrid engines which use solar, wind & water as renewable sources of energy for the fishing boats.</p> <p>India has a huge coastline with a number of fishing villages.</p> <p>The co-founding team includes an electrical engineer, a mechanical engineer, a management graduate, a chartered accountant and a PhD in aquatic environment.</p> <p>a. Determine</p> <p>i. Value proposition to the customers</p> <p>ii. Key partnerships that AquaSolar will need to build</p>	10