

Semester: July-Nov 2024		
Maximum Marks: 50 marks	Examination: End Term Exam	Date: 02 Dec 2024
Duration: 3 hours		
Programme code: 09	Class: SY	Semester/Trimester: III
Programme: MCA	Name of the department/Section/Center: MCA	
College: K. J. Somaiya Institute of Management	Name of the Course: Entrepreneurship Management	
Course Code: 217P09E303		
Instructions: <ul style="list-style-type: none"> ● All questions carry equal marks. ● Attempt any 5 questions from Q.1 to Q.7 <p style="margin-left: 40px;">Start each question from a new page</p>		

Question No.		Max. Marks
Q.1	What according to you are the entrepreneurial key characteristics ? List five with examples.	10 marks
Q.2	Define social entrepreneurship and provide two specific examples of social entrepreneurship initiatives. For each example, highlight the social issue being addressed, the business model employed, and the positive impact achieved in the community or society.	10 marks
Q.3	SHERLYN intends to start with an online upskilling platform offering technical courses. She has approached you to seek advice on the following. a- Identify and define the primary target customer segment for her start-up. Consider demographics, psychographics, and any specific customer needs. b- Identify potential strategic partnerships or collaborations to enhance the startup's capabilities and contribute to its success. Provide your advice on the above.	10 marks
Q.4	Write short notes on any TWO (5marks x 2= 10 marks) a) Need for Incubation support for start-ups b) Role of Industrial associations (such as FICCI, CII, NASSCOMM, etc) on the growth of start-ups c) Design Thinking as a source of business idea generation	10 marks
Q.5	Elaborate upon five (5) factors contributing to the failure of startups with relevant examples.	10 marks
Q.6	Identify and discuss three (3) key challenges commonly faced by women entrepreneurs in starting and growing their businesses. Provide examples or case studies to illustrate these challenges.	10 marks
Q.7	Discuss the bird-in-hand principle and its significance in effectuation. Provide at least two examples of entrepreneurial ventures built upon the resources and capabilities available to the entrepreneur at the outset.	10 marks