

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

Nov – Dec 2024  
 Program: B.Tech (Information Technology) Scheme: II B  
 Regular Examination: TY Semester: V  
 Course Code: ITC503 and Course Name: Entrepreneurship and E-Business  
 Duration: 2.5 Hours Max. Marks: 60  
 Date of Exam: 27/11/2024

**Instructions:**

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

Q N.	Question	Max. Marks	CO	BT level
Q 1	Solve any <b>two</b> questions out of three: (05 marks each)	10		
a)	Explain the motivational factors and challenges faced by women entrepreneurs?		CO1	U
b)	List and explain different types of start-ups.		CO2	U
c)	Analyze the advantages and disadvantages of buying a business.		CO3	U
Q 2	Solve any <b>two</b> questions out of three: (05 marks each)	10		
a)	Analyze the importance of strategic management in venture capital.		CO4	An
b)	Explain the challenges faced by the E – Business?		CO5	U
c)	Explain the various components of E-procurement Systems.		CO6	U
Q.3	Solve any <b>two</b> questions out of three. (10 marks each)	20		
a)	Explain different types of entrepreneurs based on innovation.		CO1	U
b)	Define Entrepreneurial Motivation and explain the process of motivation with the help of a block diagram.		CO2	U
c)	Analyze how customer analysis is carried out while developing the marketing plan?		CO3	An
Q.4	Solve any <b>two</b> questions out of three. (10 marks each)	20		
a)	Analyze how a new venture proposal is evaluated. Explain various steps involved in it.		CO4	An
b)	Sketch and explain any two E - business models in detail.		CO5	U
c)	Explain SCM and elements of SCM with the help of any two existing industries in the world:		CO6	U