

Name:

Enrolment No:



UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Term Examination, December 2021

Course: Entrepreneurship Theory and Practices

Semester: III

Program: BBA

Time: 03 Hours

Course code: UCIE2002

Max. Marks: 100

SECTION A (10Q X 2M =20 Marks)

(Type the answers in text box)

		CO
Q 1	A corporate manager who starts a new initiative for their company which entails setting up a new distinct business unit and board of directors can be regarded as: a) Ecopreneur b) Technopreneur c) Intrapreneur d) Social Entrepreneur	CO 5
Q 2	Idea of new product is tested in potential consumers to determine consumer acceptance at _____ stage. a) Concept. b) Product development c) Test marketing. d) Commercialization.	CO 4
Q 3	Which of the following is not a source of idea generation? A. Consumers B. Federal government C. Brain storming D. Training	CO 2
Q 4	Family business always interested to handover the change of his business to: a) Indian Administration Officers b) Professional Managers c) Next generation d) None of the above	CO 3
Q 5	Decisions taken by an entrepreneur on behalf of his enterprise are known as _____. a) Organizational decisions. b) Personal decisions. c) Routine decisions. d) Strategic decisions	CO 1
Q 6	IPO stands for _____	CO 4
Q 7	Venture capital is concerned with: a) New project having potential for higher profit b) New project of high technology c) New project having high risk d) All the above.	CO3
Q 8	Why are small businesses important to a country's economy? a) They give an outlet for entrepreneurs.	CO5

	<ul style="list-style-type: none"> b) They can provide specialist support to larger companies. c) They can be innovators of new products. d) All the above. 	
Q 9	<p>Members of distribution channels are excellent sources for new ideas because:</p> <ul style="list-style-type: none"> a) They are familiar with the needs of the market b) They earn a handsome profit from new business c) They do not bother if entrepreneur bears a loss d) They have well-developed sales force 	CO2
Q 10	<p>As a new company grows, the entrepreneur will need to _____</p> <ul style="list-style-type: none"> a) Be responsive to changes in the market. b) Ensure financial controls are maintained. c) Build a management team. d) All the above. 	CO1
SECTION B (4Q X 5M =20) Scan & Upload		
Q 11	Illustrate the various stages of Entrepreneurial life cycle.	CO 1
Q 12	“Opportunity recognition is a first step to any successful startup”. With reference to the same, elaborate the various sources of idea generation.	CO 2
Q 13	Imagine you want to start a CAB service today. Evaluate the market feasibility and identify the niche sector and the pains of the customer that you would focus to make your venture a success	CO 4
Q 14	“The key difference between entrepreneurs and businessmen lies in the fact that an entrepreneur is a person who comes with a unique business idea and starts his own startup company on that idea, whereas a businessman is a person who starts his company using an old business concept or an idea”. In above context, considering an example of each, summarize in your own way pertaining to the above difference between Entrepreneur and Businessmen.	CO 3
SECTION C (3Q X 10M =30) Scan & Upload		
Q 15	“Team plays a vital role in building a successful venture”. In context, elaborate the various stages of team development i.e. Forming, Storming, Norming and Performing.	CO 3
Q 16	Funding is an important aspect required to scale a business, post fetching the initial few customer”. In detail discuss the various avenues of funding for startup.	CO 4
Q 17	“The Business Model Canvas is a strategic management template used for developing new business models and documenting existing ones”. With reference to the above, mention all the aspects of the Business Model Canvas.	CO 2
Section C (15Q X 2M =30) Scan & Upload		
Q 18	<p>Case Study- Failure Analysis. The American technology company, Kodak, was built on the culture of innovation and change in 1888. The company was invented and marketed by George Eastman who was a former bank clerk from New York. At that time, it used to be a simple box camera, loaded with 100-exposure roll of film. Kodak held a dominant position in photographic film in its time. Its tagline “Kodak Moments” was so famous that it was used for promoting events. The real genius of founder Eastman lied in his marketing strategy. He launched an advertising campaign which featured children and women operating the camera with a slogan, “You press the button, we do the rest.” 1. In 1935, produced the first mass-market color film in 16 and 8mm. 2. Kodak owned the film market with 90% market share in 1970s. 3. Created the first digital camera in 1975. The first digital camera was designed by a Kodak engineer, Steve Sasson in 1975. It was a filmless photography at that time so they didn’t want to threaten their film business so didn’t do the marketing of the Digital camera. Whereas, other digital companies like Sony, Nikon, Fujifilm took the full advantage of the situation.</p>	CO 1

	<p>Kodak couldn't get on the nerve of the modern technology and remained in denial for long about digital photography while all the other brands adapted the change by introducing electronic cameras. Even before the digital photography they were failing to keep up as its rivalry Fujifilm started doing a better job than them. In January 2012, the big name went bankrupt because of not making the smart move into the digital world fast enough. On February 9, 2012, Kodak announced that it will exit the digital image capture business.</p> <p>Answer the following questions (5x3=15)</p> <ol style="list-style-type: none"> I. In Brief elaborate the initial marketing strategy of Kodak, which made them acquire the market. II. Discuss how the Kodak failed and missed the opportunities in the technology, they themselves invented. III. Finally, what went wrong which made them exit from the market? 	
Q 19	<p>A business plan is a written document describing a company's core business activities, objectives, and how they plan to achieve their goals. Corresponding to the same, discuss in detail the various components that contributes to a successful implementation of business plan.</p>	CO 5