



**NAVVRACHANA
UNIVERSITY**

a UGC recognized University

School: School of Business & Law
Program/s: MBA
Year: 2nd **Semester:** 03rd
Examination: End Semester Examination
Examination year: December - 2021

Course Code: MG214
Date: 10/12/2021
Time: 08:30 am to 10:30 am

Course Name: Entrepreneurship
Total Marks: 40
Total Pages: 1

Instructions:

- Write each answer on a new page.
- Closed book examination. Reference material is not allowed.

Q. No.	Details	Marks	COs*	BTL#
Q.1	Explain the Value proposition component of Business Model Canvas in detail with examples. Create the business model canvas for Dunzo.com. (About Dunzo.com: Dunzo is a hyper-local delivery app that connects users to the nearest delivery partner. The delivery and e-commerce company offers services that include delivery of packages, groceries, food, medicines, pet supplies, and more. From any store to your door, just make a list and Dunzo will make it disappear. Just Dunzo It!). (Note: Each component of Business model canvas should have at least 4 and at most 6 bullet points.)	10	CO3	BT3, BT4
Q.2	A) Explain market penetration pricing & market skimming pricing strategies in detail. B) Write down elevator pitch for NoBroker.in. (About NoBroker: NoBroker is a disruptive real-estate platform that makes it possible to buy/sell/rent a house without paying any brokerage. NoBroker.com enables users to not only look for brokerage-free houses on rent, but also helps them move, get home loans, avail cleaning and home painting services, pay rent, and access legal services, among others.)	10	CO1, CO2	BT2, BT3, BT5
Q.3	A) List down 3 pros & cons between Debt Financing & Equity Financing. B) You want to start a business in "Luggage Bag" category, create frames & generate ideas using Gear 1 of Orbit Shifting Innovation Model. (Note: At least 5 frames required and each frame must have at least 3 ideas)	10	CO2, CO4	BT1, BT2
Q.4	A) List down any 6 action points from Startup India policy & Discuss any 2 in detail. B) Explain the Four Action Framework of Blue Ocean Strategy in detail with examples.	10	CO1, CO2	BT1, BT2

*****End of Question Paper*****