



**NAVRACHANA
UNIVERSITY**

a UGC recognized University

School: School of Engineering and Technology
Program/s: B.Tech. (IT)
Year: 2nd **Semester:** 05th
Examination: End Semester Examination
Examination year: December - 2021

Course Code: MG227
Date: 01/12/2021
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	List down the 9 components of Business Model Canvas. Create the business model canvas for Bounce.com. (About Bounce.com: Bounce's keyless scooters allow users the convenience of picking up a bike from anywhere through its app and dropping it at any location once they reach their destination. Bounce's three bike rental plans - commute (assured bike everyday), short ride (pick and drop anywhere), and long ride (long duration rentals) - are aimed at encouraging commuters to opt for shared and public transport, and in doing so, reducing traffic congestion.). (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) Write a short note on Geographical Indicator, Copyrights & Trademark from Intellectual property rights. B) Write down elevator pitch for Broadcastwear.com. (About Broadcastwear.com: Hyderabad-based entrepreneur Ayyappa Nagubandi has made 'Broadcast', a t-shirt that displays customized text and design through LEDs fixed on it. Controlled through an app, the users can customize the design or text on the t-shirt for as many times as they want. Also, the LEDs on the shirt are waterproof, making it easy for the users to wash the t-shirt.)	10	CO1, CO2	BT2, BT3, BT5
Q.3	A) List down 5 differences between Venture Capital & Private Equity partner. B) You want to start a business in "Healthy Snacks 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	Attempt any two (5 marks for each) A) Discuss Government of India policy measures to promote entrepreneurship in India. B) Who is an entrepreneur? Explain the qualities of a successful entrepreneur. C) What is Start-Up? What do you mean by Start-up Ecosystem? Discuss Start-Up Ecosystem in India.	10	CO1, CO2	BT1, BT2

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