

Navrachana University
School of Business & Law – BBA Program
End-Semester Examination November 2017.
Third Year (Semester-V)
Entrepreneurship Management – MG314

Date: 20th November, 2017

Time: 2.0 Hours

Marks: 30

Instructions:

- All the questions are compulsory
- Closed book: No reference material is allowed

1. Explain Gear 1 of Orbit Shifting Innovation Model (OSIM) technique for Idea generation. You want to start a business which is in the category of "Sensors integrated with cloths that track body vitals and provide biometric feedback", create a frame fan model using Gear 1 of OSIM. (Note: At least 3 levels of Gear 1 drill down is required) (8)
2. List down the 9 components of Business Model Canvas. Create the business model canvas for Furlenco.com (About Furlenco.com: Furlenco is a different furniture company. We enable the urban Indian to live better today in their homes, by giving them furniture and home decor on rent. We don't just give furniture. We provide decor, accessories and appliances as well. So, with a simple click, one can furnish their entire home, room or corner without traversing multiple stores or websites at a fraction of the time, effort and cost.). (Note: Each component of Business model canvas should have at least 3 and at most 5 bullet points.) (8)
3. A) Define Intellectual property. Write a short note on Copyrights and Geographical Indication.
B) What is an elevator pitch? What are the "must have" components of an elevator pitch? Write down an elevator pitch for "Nest Away – Home Rental Network". (About NestAway.com: Nest Away is a concept. It's a solution. It's fixing something that's grossly wrong. Well, it's all the three. It's a new concept for owners, a solution for tenants & it's fixing the youth housing crisis in cities. If you are single & want to live in a fully furnished 3BHK in a great locality with likeminded individuals, you are in the right place. Just walk in with your suitcase.) (10)
4. List down the differences between Private Equity & Venture Capital (At least 4) . (4)

-----End of Question Paper-----