27 MAR 2025 (E)

NCU-FORM-29

THE NORTHCAP UNIVERSITY	Re-Minor Examination Question Paper	Review Date:
	Department of Management and Commerce	Semester: IV and Re-appear Session: Jan – June 2025
	Programme: **B.Tech (CSE)** Course Name: **Entrepreneurship** Course Code: **SML300**	Maximum Marks: 25 Duration: 90 minutes
		Sheet 1 of 2

Instructions

1. The paper has THREE Sections.
   a. Section A has THREE questions of TWO marks each.
   b. Section B has THREE questions of FIVE marks each.
   c. Section C is Application Based and is of FOUR marks.
2. There is NO CHOICE in this paper.
3. Attempt one section fully before starting with a new section.
4. This paper does NOT require use of any log/statistic table(s)
5. This paper does NOT require use of any calculator.

Course Outcomes

CO1 Understand key terms and concept of entrepreneurship and its impact on economic development and navigate legal issues.

CO2 Comprehend the foundational principles of market research, understand customer personas and create an ability to design, evaluate, and refine business models effectively

CO3 Identify essential resources needed to start and grow a business

SECTION A
Short Answer Type Questions
6 marks

Q#	QUESTION	Marks	CO#
1.	Enumerate any two macro-level contributions of entrepreneurship to socio-economic development.	2	CO1
2.	Identify any two key components of the Business Model Canvas and explain their strategic significance in business model development.	2	CO2
3.	Explain any four methods used in the generation of entrepreneurial business ideas.	2	CO1

SECTION B
Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
4.	Define Intellectual Property Rights (IPRs) and explain with example any five types of IPRs relevant to entrepreneurial ventures.	5	CO1
5.	Critically analyze how Porter's Five Forces Model can be used as a strategic diagnostic tool to assess the competitive intensity and profitability potential of an industry. Illustrate your answer with a sector-specific application.	5	CO2
6.	You intend to launch a food delivery service in a semi-urban area. Explain how you would apply the key steps of the market research process to understand customer needs, competition, and market potential before launching your service.	5	CO2

SECTION C
Application Based Question / Case Study
4 marks

Q#	QUESTION	Marks	CO#

7.	You are the founder of a tech startup that has developed an innovative mobile application. Your product has gained initial traction, but you need additional capital to scale operations, enhance features, and expand your market reach. As an entrepreneur, which financing option would you choose—debt financing or venture capital? Justify your choice by evaluating factors such as ownership dilution, risk, repayment obligations, and strategic value.	4	CO3