- 6 MAR 2025 (E)

NCU-FORM-29

THE NORTHCAP UNIVERSITY	**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/ Entrepreneurship Essentials** Course Code: **SML300/ SMM206**	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.	Explain how iterative customer feedback influences Minimum Viable Product (MVP) development using an example from the e-commerce industry.	2	CO2
2.	The XYZ company plans to launch a new energy drink in the market. Before investing in large-scale production, the company wants to understand consumer preferences, pricing expectations, and potential demand. Which market research tools can XYZ company consider to gather consumer insights before launching its product?	2	CO2
3.	The Agarwal family runs a well-established jewelry business that has been passed down for four generations. The ownership and management of the business remain within the family, with key decisions being made by senior family members. They believe in maintaining traditional values while gradually adopting modern retail strategies. Discuss the different types of family businesses? In the context of the case, which type of family business does the Agarwal family represent?	2	CO1

SECTION B
Long Answer Type Questions
15 marks

Q#	QUESTION	Marks	CO#
4.	Explain the components of Porter's Five Forces Model and their impact on industry competitiveness. Provide relevant examples for each force.	5	CO2
5.	Rohan, a young entrepreneur, has developed a unique smart water bottle that tracks hydration levels and sends reminders to drink water via a mobile app. He has also created a distinctive logo and brand name for his product. Additionally, he has written a detailed user manual explaining the functionality and usage of the bottle. Considering the various aspects of his creation, answer the following:	5	CO1

	a) Identify and categorize the different types of Intellectual Property (IP) rights applicable to Rohan's product. (3 Marks) b) Explain why each identified IP category is relevant to different aspects of Rohan's creation. (2 Marks)		
6.	Entrepreneurs require different types of funding at various stages of their business growth. Explain the following funding sources with relevant examples: a) Bootstrapping (2.5 Marks) b) Crowdfunding (2.5 Marks)	5	CO3

SECTION C
Application Based Question / Case Study
4 marks

Q#	QUESTION	Marks	CO#
7.	Riya and Karan, two young entrepreneurs passionate about sustainability, noticed a growing concern about unhealthy eating habits and excessive plastic waste from food deliveries. Determined to make a difference, they founded GreenBite, a food delivery service that prioritizes health and environmental sustainability. Their idea was simple yet impactful—partner with organic farms and eco-conscious restaurants to deliver healthy meals in biodegradable packaging. With a user-friendly mobile app, GreenBite allows customers to browse and order from a curated list of organic meal options. They focus on urban professionals, fitness enthusiasts, and environmentally conscious consumers, promoting their brand through social media, fitness centers, and corporate wellness programs. To ensure smooth operations, GreenBite collaborates with local farmers, delivery partners using electric bikes, and packaging firms producing compostable materials. They generate revenue through delivery fees, meal subscriptions, and commissions from partner restaurants while keeping their major costs under control, such as technology development, logistics, marketing, and sustainable packaging. As GreenBite grows, Riya and Karan wonder if their business model is strong enough to be financially sustainable and scalable. They seek insights into their value proposition, customer reach, revenue model, and cost structure to evaluate their long-term success. Questions: i. Construct a detailed Business Model Canvas, covering all 9 components. (3 Marks) ii. Based on your analysis, provide a well-structured conclusion on whether GreenBite is likely to succeed as a business. Support your reasoning with key insights from your Business Model Canvas. (1 Mark)	4	CO2