

M. SC. (I.T.) SEM. – IV (C.B.C.S. COURSE) (2015 COURSE) :

SUMMER - 2018

SUBJECT : ENTREPRENEURSHIP

Day : **Monday**
Date : **21/05/2018**

Time : **10.00 am to 01.00 pm**
Max. Marks : **60**

S-2018-1041

N. B. :

- 1) Attempt **ANY SIX** questions out of **EIGHT**.
 - 2) Figures to the right indicate **FULL** marks.
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| Q. 1 | What are the various Funding stages for any business? Illustrate with examples, as to why an already established business goes for fund raising. | (10) |
| Q. 2 | What is the difference between VC, Seed Fund, PE? | (10) |
| Q. 3 | How do businesses do “Competitive Analysis”? Illustrate with examples. | (10) |
| Q. 4 | What is Innovation? Why is Innovation critical to successful entrepreneurial venture process? Illustrate with at least 2 major Innovations that have changed our life recently. | (10) |
| Q. 5 | What do you mean by “exit” for any business? What are the various possible exit routes for businesses? | (10) |
| Q. 6 | Explain - How the brick-and-mortar businesses are moving on to the digital wave and transforming themselves? State with examples as to how traditional organizations are moving onto digital mode. Give relevant examples of Industry segment that are increasingly moving onto digital systems. | (10) |
| Q. 7 | What is a Business model? Explain with at least 2 specific examples. | (10) |
| Q. 8 | What is G2C model? Give one example for the same and explain the relevance of G2C, especially for India | (10) |

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