


## National University of Computer and Emerging Sciences, Lahore Campus

	Course Name:	Entrepreneurship	Course Code:	MG414
	Degree Program:	BS (CS)	Semester:	Spring 2020
	Exam Duration:	4 Hours	Total Marks:	35
	Paper Date:	July 7, 2020	Weight	35
	Section:	ALL	Page(s):	2
	Exam Type:	Final Term		

**Instruction/Notes:** Attempt all questions.  
Paper must be handwritten.  
Submission must be a combined / single file.  
No plagiarism.

### Question No. 1 (5)

Why do you need a business model canvas? What is the most important element?

### Question No. 2 (10)

What is blue ocean strategy? Do you think it has relevance in the context of Pakistan?

### Question No. 3 (10)

#### Case Study: Impact of COVID19 on SMEs and Role of Government

Pakistan has been one of the countries worst affected by COVID-19, with the economic disruption caused by the pandemic exacerbating an already existing crisis. While the government has implemented some mitigation measures, they are inadequate to counter the impact of the pandemic. Reports from the ground reveal that businesses and industries are in deep distress. Small and medium businesses are also suffering, particularly the textile sector.

Mr. Ali is the manufacturer and exporter of readymade garments, and can be categorized as an opportunity entrepreneur. AlNafay Pvt. Ltd operates in a textile cluster of Faisalabad, has the workforce of 145 personnel; 60 are salaried employees, while 85 are wage workers. The state is supporting the entrepreneurs in the form of waiving your electricity bills, but is not directly facilitating the employees. Mr. Ali is doing his best to assist his employees in these tough times. Since he is primarily an exporter, the international orders are being put on hold because of the ongoing pandemic.

The ability to react on time, mobilize quickly, and then have graceful exit strategies in the face of this pandemic has been a true test of the efficiency of national and subnational institutions. Although the full scope of the devastation wrought by COVID-19 has yet to become apparent, thus far, the crisis has shown that the lack of coordination and communication between levels of governments results in mixed

messaging and frequent backtracking on major talk-points. The knock-on effect is mass confusion, unnecessary panic and half-hearted civic participation.

Finally, while small business might not be an industry, it is a mighty economic sector that employs tens of millions of people in Pakistan. There is greater risk that small businesses could close permanently as a result of the pandemic. The COVID-19 pandemic has been generating unprecedented difficulties at all levels, from individuals to entire regions. The priorities of consumers as well as companies have been shifting to helping each other ride out the crisis. From donation to collaboration, there are a number of ways brands can implement a contribution to society.

- a) Throughout his journey he had learned that the future is not only unknown, but unknowable. Still yet, he was able to shape this unpredictable future. Being an opportunity entrepreneur, he invested in COVID-19 related products for the purpose of survival. Initially the decision of diversification was paying off, but now the demand of such products are also on the decline. He is planning for other options. Do you suggest diversification of AlNafay Pvt Ltd towards to COVID19 related products considering its nature of the work? Why or why not?
- b) SWOT Analysis of AlNafay Pvt Ltd?
- c) From the entrepreneurial perspective, what should be the way forward for policy makers? What measures can be taken to support the SMEs?
- d) How can Triple Helix model facilitate in such circumstances?

#### **Question No. 4**

**(10)**

It's now time to take the entrepreneur cap and venture into the practical sphere. Somehow, the course of entrepreneurship persuaded you to start your own entrepreneurial venture.

- a) Think of a business idea and apply the principles of Effectuation Theory of Entrepreneurship? For every principle, narrate an example from your business idea.
- b) How does an entrepreneur make decisions?