

**EXAMINATION PAPER**

**FACULTY: TECHNOPRENEURSHIP**

**COURSE: MASTER OF COMPUTER SCIENCE**

**YEAR/SEMESTER: Second / Third**

**MODULE TITLE & CODE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE:**

**TIME ALLOWED: 3 HOURS  START: 1:00 PM FINISH: 4:00 PM**

**Instruction to candidates**

1. This question paper has THREE (3) Sections.
2. Answer all **7** questions in Section A, VSAQ
3. Answer **7** questions out of 9 in Section B, SAQ.
4. Answer **2** questions out of 3 in Section C, LAQ.
5. No scripts or answer sheets are to be taken out of the Examination Hall.
6. Lengthy answers do not win more marks. Students are advised to write clear and concise answer with valid relevant examples

***Do not open this question paper until instructed***

*(Candidates are required to give their answers in their own words as far as practicable)*

**SECTION A**

**Very Short Answer Questions**

**Attempt all seven (7) questions [2 × 7 = 14]**

1. How will you identify the Customer Pain Points?
2. What is beachhead market?
3. What is Intellectual Property Right?
4. What is breakeven time? What is its significance in business?
5. What’s the major difference between a Solution Driven and Efficiency Improvement Value Proposition?
6. What are the criteria of good business plan?
7. What are the factors that impact innovation and creativity?

**SECTION B**

**Short Answer Questions**

**Attempt only seven (7) questions out of eight (9) questions [7 × 8 = 56]**

Q.1 What is Cash Flow? Explain the various activities that incurs the cash flow in business. (4+4) **(Chapter 8: Financial Analysis and Accounting Basics)**

Q.2 Define Market Structures. List its types. Give any two examples of each market structures. (8) **(Chapter 5: Competitive Advantage & Markets)**

Q.3 Explain Estimating Financial Funds with example. (8) **(Chapter 8: Financial Analysis and Accounting Basics)**

Q.4 Explain the characteristics of Digital Business Model. (8) **(Chapter 11: IT Business Models & Globalization)**

Q.5 What are the major factors to identify the Target customers for your business, Explain. (8) **(Chapter 4: Market Research & Customers** **Identification)**

Q.6 What are the successful Traits of Technopreneurship? Explain with example (4+4) **(Chapter 1: Understanding** **Technopreneurship)**

Q.7 Explain the process of identifying the problem statement and its solution prior to the company formation. (8) **(Chapter 2: Idea, Innovation & Creativity)**

Q.8 What are the difference in managing a product business and a service business, Explain with example. (8) **(Chapter 10:  The Product or Service)**

Q.9 What is Innovation Driven Enterprises (IDEs)? Explain with example (4+4) **(Chapter 2: Idea, Innovation & Creativity)**

**Group C**

**Long Analytical or Case Question**

**Attempt any two (2) questions out of three (3) questions [2 × 15 = 30]**

Q.1 How will you finalise the Target customer profile/Persona for any Technology business? Explain. (15) **(Chapter 4: Market Research & Customers** **Identification)**

Q.2 Write a Tech based startup business plan by identifying the following: (15) **(Chapter 2, 4, 8, 10: Idea, Innovation & Creativity, Market Research & Customers Identification, Financial Analysis and Accounting Basics, The Product or Service)**  
1.) Specify the problem along with its solution.  
2.) Elaborate the product/service (MVP) of your business and the whole working mechanism.  
3.) Explain the target market, Market size, customers and how are you going to reach them.  
4.) Explain the finance from capital insertion and 1,3,5 years finance projection.

Q.3 What are the types of intellectual property? How can we register patent in Nepal? Explain (15) **(Chapter 6: Introduction to Intellectual Property)**

**-- Good Luck --**