

**IIT Bombay**  
**DS School of Entrepreneurship**  
**Term 1 – (Aug – November 2020) Mid – Semester Examination**  
**ENT 201/603: Introduction to Entrepreneurship**

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**Marks: 30**

**Time: 1.30 Hrs**

**08-10-2020**

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**Roll No: \_\_\_\_\_**

**Student's Signature: \_\_\_\_\_**

**INSTRUCTIONS**

1. Start screen recording and switch on webcam before you start the exam. Ensure the time is correct and the webcam covers all the visible area around you completely and not just face. (NOTE: You must check if things are fine on your own, like your system time, whether the recorded video is showing the screen recording and the webcam video in it etc.). Preferably, webcam will be on throughout the exam. In case you get disconnected, immediately turn on webcam recording.
  2. Turn off incoming video.
  3. Write your Roll No and name clearly on your Answer scripts.
  4. There are descriptive, analytical and short answer questions.
  5. All 3 questions are compulsory.
  6. Open Book, Open Internet exam. But, no sharing.
  7. No extra time
  8. Download question paper from Moodle Assignment section in the week 6<sup>th</sup>-10<sup>th</sup> October.
  9. Submission guidelines – pdf file only; Naming Convention – Roll No & Name
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**QUESTIONS**

1. A. Prepare Business Model Canvas for Year 1 Cheeky Chunk Umbrellas, Founder: Pratik Doshi. It should include the following components: Value Proposition (VP), Customer Segment (CS), Customer Relationship (CR), Customer Channels (CH), Key Resources (KR), Key Partners (KP), Key Activities (KA).  
Identify 5 changes between Year 1 and Year 2, Why? **(10M)**
  
2. For your Team project, select 5 hypotheses that you need to validate in your Project. Devise an experiment to validate each of them. **(10M)**

**3. Give an example of each of these Channels, from a real company: (5M)**

- a. Direct Sales
- b. Systems Integrator
- c. VAR
- d. Reseller
- e. Retailer
- f. Wholesaler to Retailer
- g. Distributor to Retailer
- h. Online
- i. Partnership
- j. Hybrid Channel: Direct and Online

**4. How would you do the following Marketing activities (5M)**

- a. Find out Competitive Products and their Sales on Amazon
- b. Refine your Marketing Message for Display Ads
- c. Figure out if your B2C product was Viral
- d. Get your Product to the top of the Search results for
  - i. Google
  - ii. Amazon