

**National University of Computer and Emerging Sciences  
Lahore**

**Entrepreneurship (MG4011)**

**Date:** April 6, 2024

**Course Instructor**

Mr Abid Sharif

**Sessional-II Exam**

**Total Time: 1 Hour**

**Total Marks: 10**

**Total Questions: 3**

**Semester: SP-2024**

Student Name	Roll No	Section	Signature
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Q. No 1: Great brands are not made overnight there are Entrepreneurs behind those brands. You have read the enterprising story of Richard Branson. What are the 3 most significant lessons from that success story? [3]

Q. No 2: Marketing is an important pillar of Entrepreneurship. Briefly explain 4 Ps of Marketing( Marketing Mix) with examples. [4]

Q. No 3: How important is it for the young Entrepreneur to be good at pitching for venture capital ? explain with example. [3]

Work hard  
Have fun  
grab opportunity

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