

ENT 101: Quiz 1: Entrepreneurship: 10 Marks: 29th Aug 2023

Name:

Roll Number:

Instructions

1. This is an in-person exam with no electronic items permitted. It is a hand-written exam. Please keep your laptops, switched-off phones in the backpack which needs to be left at the dais or on the aisle / steps.
2. You must show a copy of IITB I-cards in a physical form need to be shown to the proctor for attendance. Pls make sure your I card is on your person and not in your bag.
3. You will need to sit as per the seating arrangement shared.
4. On the top of the answer sheet pls ensure that the following are clearly written - Roll Number and Name.
5. Answers must be handwritten neatly and you could stand to lose marks if the evaluator can't read what is written. Since the Q Paper is the answer sheet, pls don't use it for rough work. We will not give additional question paper.
6. Discussions with other students and sharing of answers are strictly prohibited. If any proctor sees this happening, you will be asked to leave the exam.

Questions: Pls fill in the blanks in the space provided. It is ok if the spelling is little incorrect.

1. Name of company which has become India's most recent Unicorn (Aug 23) ZEPETO
2. Startup creation starts with wanting to solving a PROBLEM
3. To assess an opportunity, we use the 5 FILTER framework
4. For entrepreneurs to be successful, they need to solve a BURNING need.
5. Apple, Samsung, One Plus, Google Pixel etc mostly address the ESTEEM need **SELFESTEEM**
- 6,7. B2B and B2C are examples of Business Models
D2C PLATFORM/MARKETPLACE
8. One example of customer segmentation is DEMOGRAPHIC / GEOGRAPHIC / PSYCHOGRAPHIC
9. Why Now? Why You? Is something that INVESTORS are seeking answers to before funding.
VCs
10. The preliminary version of a product can be called a PROTOTYPE / POC

Bonus. Every ENT 101 student needs to be familiar with these IITB portals for attendance, content and announcements. List any two SAFE and MOODLE

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Questions: Pls fill in the blanks in the space provided. It is ok if the spelling is little incorrect.

1. MASLOW's hierarchy of needs - What is the psychologist's name?
2. Name of IITB company that did a successful IPO (June 23): IDEAFORGE
3. Startup creation starts with entrepreneurs wanting to solving a PROBLEM
4. To assess an opportunity, we use the 5 FILTER framework
5. Apple, Samsung, One Plus, Google Pixel etc mostly address the ESTEEM need.
- 6,7. During customer discovery, entrepreneurs identify customer NEEDS and then start working on what could deliver them VALUE
8. A company's customer value proposition has to be better than its COMPETITORS
9. Value and PRICE are not the same thing for customers.
10. One example of customer segmentation is DEMOGRAPHIC / GEOGRAPHIC / PSYCHOGRAPHIC

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