

Enrollment No.....



Faculty of Engineering
End Sem. (Even) Examination May-2019
OE00035 Advanced Entrepreneurship

Programme: B. Tech.

Branch/Specialisation: All

Duration: 3 Hrs.**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Shoes of Prey is a company that allows customers to design their own shoes, from style, to materials and colours. This is an example of: 1
- (a) Dedicated personal assistance customer relationships
 (b) Co creation customer relationships
 (c) Automated service customer relationships
 (d) All the previous answers
- ii. The network of suppliers and partners who complement each other in helping the company create its value proposition are called: 1
- (a) Customer segments (b) Key resources
 (c) Key partners (d) None of these
- iii. Cable TV companies charge a fee to its users based on the time for which they will pay in advance. This is an example of: 1
- (a) Subscription fee (b) Licensing
 (c) Advertising (d) Mass market
- iv. Every asset that allows an enterprise to create and offer a value proposition, reach markets, maintain relationships with customer segments and earn revenues is called: 1
- (a) Key activities (b) Key resources
 (c) Key partners (d) Key friends
- v. Anya is starting a furniture business. She has successfully tested her prototype. Now, she wants to start production. Which of the following step should she complete before beginning production? 1
- (a) Create a Financial plan for the upcoming year
 (b) Create a Technology plan for her business
 (c) Create an Operations plan for one year
 (d) None of these

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- vi. Anya has just started her furniture business. If she were to make a sales plan for the upcoming year, which of the following sales forecasting strategies should she adopt? **1**
 (a) Historical Forecasting
 (b) Length of Sales Cycle Forecasting
 (c) Test Market Analysis Forecasting
 (d) Lead-driven Forecasting
- vii. Ekon runs home cleaning services. Historically, only 1 out of 30 leads ends up taking the service. Again, only 1 out of 10 prospects they follow up with actually ends up making a purchase. Considering that Ekon has a target of acquiring 300 customers within January, what target number of leads and prospects should he set for January? **1**
 (a) 4,500 leads and 3,000 prospects
 (b) 9,000 leads and 3,000 prospects
 (c) 6,000 leads and 2,000 prospects
 (d) 9,000 leads and 4,500 prospects
- viii. Emily is starting a supply chain software business. She is working on an incentive structure for the sales team. Which of the following incentive structures would be most attractive for a salesperson? **1**
 (a) Have a fixed salary structure with no commissions because it is easy to budget
 (b) Have a commission-based salary only, as it will attract confident salespersons
 (c) Have a combination of fixed salary and bonus at the end of the year because it is easier to pay
 (d) Have a combination of fixed salary and commissions on a quarterly basis to keep people motivated
- ix. Glamorous.com is a site that has blogs, reviews, and free video tutorials on hair care and makeup. The site also offers discount coupons for different makeup and hair care products. Which of the following business models does Glamorous.com use? **1**
 (a) Marketplace (b) On-demand
 (c) Hyper-local (d) Affiliate
- x. Josh and Flavia have founded a company called Game On. This company acts as an online platform for different computer gaming companies to host their products or games. Game On adds value by meticulously tagging each game for better search results, digitally

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advertising the games, providing customer ratings for each game, and discounts. Which of the following business models does Game On use? Select the correct answer.

- (a) Subscription (b) Software as Service (SaaS)
 (c) Marketplace (d) Freemium

- Q.2 i. What is the concept of pivoting? Explain with suitable example. **4**
 ii. Why growth stage is different compare to start-up phase? **6**
 OR iii. What are the key metrics that will help measure business growth and track progress? **6**
- Q.3 i. How you evaluate business model for the new customer segment? **4**
 ii. What are the different types of business model? Explain any two with suitable example. **6**
 OR iii. Write any six differences between business model and business plan. **6**
- Q.4 i. Why bullseye framework is necessary for growth? **4**
 ii. Explain in brief customer awareness, customer acquisition, customer retention and customer referrals. **6**
 OR iii. What are the different funding options that are available to you at different stages of your practice venture? **6**
- Q.5 i. Write any two differences between licensing model, franchise model and affiliate model. **4**
 ii. How you form the A-team for your venture by finding the right co-founders, recruiting the right team and setting them up for success. **6**
 OR iii. Define clear goals and expectations from each role as that understanding is integral to your team's success. **6**
- Q.6 i. What is the importance of mentor and how you find for your start-up? **4**
 ii. Explain the various roles of business advisor for specific targets in your growth plan. **6**
 OR iii. Explain the impact of various legal issues on entrepreneurs. **6**

Marking Scheme

OE00035 Advanced Entrepreneurship

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- (b) Co creation customer relationships
- ii. The network of suppliers and partners who complement each other in helping the company create its value proposition are called: **1**
- (c) Key partners
- iii. Cable TV companies charge a fee to its users based on the time for which they will pay in advance. This is an example of: **1**
- (a) Subscription fee
- iv. Every asset that allows an enterprise to create and offer a value proposition, reach markets, maintain relationships with customer segments and earn revenues is called: **1**
- (b) Key resources
- v. Anya is starting a furniture business. She has successfully tested her prototype. Now, she wants to start production. Which of the following step should she complete before beginning production? **1**
- (a) Create a Financial plan for the upcoming year
- vi. Anya has just started her furniture business. If she were to make a sales plan for the upcoming year, which of the following sales forecasting strategies should she adopt? **1**
- (c) Test Market Analysis Forecasting
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- (d) Affiliate

- x. Josh and Flavia have founded a company called Game On. This company acts as an online platform for different computer gaming companies to host their products or games. Game On adds value by meticulously tagging each game for better search results, digitally advertising the games, providing customer ratings for each game, and discounts. Which of the following business models does Game On use? Select the correct answer. **1**
- (c) Marketplace

- Q.2 i. Concept of pivoting **2 marks** **4**
- Example. **2 marks**
- ii. Growth stage is different compare to start-up phase **6**
- 1 mark for each stages **(1 mark * 6)**
- OR iii. Key metrics that will help measure business growth and track progress **6**
- 1.5 marks for each key metrics **(1.5 marks * 4)**
- Q.3 i. Evaluate business model for the new customer segment **4**
- ii. Different types of business model **2 marks** **6**
- Any two with example.
- 2 marks for each example **(2 marks * 2)** **4 marks**
- OR iii. Any six differences between business model and business plan **6**
- 1 mark for each difference **(1 mark * 6)**
- Q.4 i. Bullseye framework is necessary for growth **4**
- ii. Customer awareness **1.5 marks** **6**
- Customer acquisition **1.5 marks**
- Customer retention **1.5 marks**
- Customer referrals **1.5 marks**
- OR iii. Funding options available at different stages of your practice venture **6**
- 1.5 marks for each **(1.5 marks * 4)**
- Q.5 i. Any two differences b/w licensing model, franchise model and affiliate model. **4**
- 2 marks for each point **(2 marks * 2)**
- ii. A-team for your venture by **6**
- finding the right co-founders **2 marks**
- recruiting the right team **2 marks**
- setting them up for success. **2 marks**
- OR iii. Clear goals **3 marks** **6**

	Expectations	3 marks	
Q.6	i. Importance of mentor Find for your start-up	2 marks 2 marks	4
	ii. Roles of business advisor for specific targets in your growth plan 1 mark for each	(1 mark * 6)	6
OR	iii. Impact of various legal issues on entrepreneurs. 1 mark for each	(1 mark * 6)	6
