

**Usman Institute of Technology**

**Mid-Term Examinations**

**Spring 2020 Semester**

**Course**: TECHNOPRENEURSHIP **Course Code**: HS353

**Date**: August 13, 2020 **Batch**: 18B Software Engineering

**Time Allowed**: 120 minutes (for downloading, solving, and uploading the paper)

**This is an open book examination**

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| --- | --- |
| Student’s Name | Name |
| UIT Roll Number | Click or tap here to enter text. |
| Course Title | Click or tap here to enter text. |
| Course Code | Click or tap here to enter text. |
| Date of the Examination | Click or tap to enter a date. |
| Section | Choose an item. |
| Faculty Member’s Name | ENGR. HIJAB SAAD BARI. |

**Ethical Compliance / Integrity Undertaking**

**I guarantee that all this is my independent work and is done without any unauthorized help. All activities are completed with full adherence to the “Ethics Policy” of the Institute. I understand that any breach would result in disciplinary action against me as per the Institute rules.**

**Please make sure to check the following before you proceed.**

**I have read and understood the ethical compliance / integrity undertaking and will comply.**

Instructions

Please read the following instruction carefully before you proceed:

1. Please solve all questions on this word document only. Please do not submit any other document as it will not be graded.
2. Wherever needed, you may insert scanned images, tables, equations, and diagrams.
   1. These can be scanned and pasted (screenshots will also work)
   2. You may make the tables, equations etc. on another Word file and then paste here.
3. Please download the paper immediately after it is made available to protect yourself from any power failure Internet issues.
4. Solve the paper on your computer and, once done, upload on Microsoft Teams assignment created to receive your paper. You would require the Internet only to download and upload the paper.
5. The time provided (2 hours) is for downloading, solving, and uploading your solution.
6. Once you are done with your paper, save it as a pdf file and upload.
7. This is an open book examination. You are allowed only to consult your textbook, reference books, and class notes. You are not allowed to use any other source.
8. All work submitted will tested with Turnitin. Any work considered suspicious may be tested through a viva.

**I have read and understood the instructions and will comply.**

Q1. Assume you are opening a restaurant which serves Burgers, Wraps, Fries, and Shakes. near the college or university, you attend and have decided to name it, (suggest a name). Based on the location of the college or university, identify the specific business licenses, and permits you would need to open your business. (4 MARKS)

Click or tap here to enter text.

Q2. Question 2 comes here.

1. Carol Schmidt plans to open a company that will make accessories for smartphones. She has read that having a clearly articulated business model will help “all the elements of her business fit together.” Carol isn’t quite sure what that statement means. If Carol asked you to explain it to her, what would you say? (2 MARKS)

Click or tap here to enter text.

1. Starbucks has been very successfully selling high-priced coffee despite the fact that consumers could easily substitute Starbucks coffee for less expensive coffee or substitute its coffee for less expensive drinks like soda, bottled water, or fitness drinks. Why do you think Starbucks has historically been so successful avoiding substitutes? Do you think its advantage is eroding in this area? If so why? If its advantage is eroding, what could the firm do to change this situation?

(2 MARKS)

Click or tap here to enter text.

Q3. Mark, a friend of yours, has always had a nagging desire to be his own boss. He has a good job with AT&T but has several ideas for new products that he can’t get AT&T interested in. Mark has done a good job saving money over the years and has over $100,000 in the bank. He asks you, “Am I crazy for wanting to leave AT&T to start my own businesses? How do I know that I have what it takes to be a successful entrepreneur?” What would you tell him? (4 MARKS)

Click or tap here to enter text.

Q4. You just made a trip home and are visiting with your dad. He is 59 years old and has spent the past 12 years working in various management positions for Target. Prior to that, he served 20 years in the U.S. Marine Corps. Your father has always loved to fish and has several ideas for new fishing tackle and gear. He’s made several prototypes of his ideas and has received positive feedback from other fishermen. He wonders if he is too old to start a firm and if his management experience and his military background will help him or hurt him in a new-venture context. If your dad asked you for your advice, what would you tell him? (4 MARKS)

Click or tap here to enter text.

Q5. Imagine that you’re the dean of your college and you’ve suggested that more entrepreneurship courses be taught throughout your college’s curriculum. You’re getting resistance from some professors who think that entrepreneurship is a fad. Make the argument that entrepreneurship isn’t a fad and is an extremely important topic. ( 4 MARKS)

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