Usman Institute of Technology

**End-Term Examination Spring 2020 Semester**

**Course Code:** HS353 **Course Title:** TECHNOPRENEURSHIP  **Date:** 05-OCT-2020

**Maximum Marks:** 30 **Max Time Allowed:** 3 hours for solving and uploading the paper.

**PLEASE FILL IN THE FOLLOWING BEFORE PROCEEDING**

**Seat No.** Click or tap here to enter text. **Roll No.** Click or tap here to enter text.

**Batch**: Click or tap here to enter text. **Enrollment No.** Click or tap here to enter text.

# **Important**

This is an open-book examination conducted in line with the online academic policies developed by the NED University of Engineering and Technology. All necessary information about the online examination has been shared with students in advance.

# **Declaration**

I guarantee that all submissions are based on my independent work 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 Institute rules.

I **have read and understood the Students Ethics Policy for Online Assessments.**

**(paper will not be graded if the above is not checked)**

**Note:** Submission of this paper certifies that you are agreed to the Students Ethics Policy for Online Assessments and are liable to be judged according to it.

**AWARD**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | |  | **Q1** | **Q2** | **Q3** | **Q4** | **Q5** | **Q6** |  |  |  |
| **Examiner** | |  | **5** | **5** | **5** | **5** | **5** | **5** |  |  |  |
| **ERC** | |  |  |  |  |  |  |  |  |  |  |
|  | **Total Marks in Figures**  **30** | | | |  | **Total Marks in Words**  **Thirty** | | |  | | |

**Q1.** What are the three most common reasons the Technopreneurs need to raise money in their early lifetime? How would you raise the money if you launch a new startup? Discuss. (5 Marks)

Click or tap here to enter text.

**Q2.** If you decide to start a small-business consulting service in Karachi, how would you approach the following topics: market segmentation, selecting a target market, and developing a positioning strategy? (5 Marks)

Click or tap here to enter text.

**Q3.** Assume that you have started a new hardware technology business. What measures would you like to take to ensure the protection of your trade secret? (5 Marks)

Click or tap here to enter text.

**Q4.** Why is it important to get a personal introduction before approaching a potential investor or banker to get the funding? Develop an outline of your introduction if you approach them. (5 Marks)

Click or tap here to enter text.

**Q5.** Describe the potential problems of using a team to start a firm? What countermeasure would you like to take to avoid such problems? Discuss in the light of the business you are planning to start? (5 Marks)

Click or tap here to enter text.

**Q6.** Ahmed, a friend of yours, is in the early stages of conducting a feasibility analysis for an e-commerce website, which will focus on the sale of product for indoor sports. Ahmed is familiar with the concept of branding, and knows that because his company is new he will have to build a brand from scratch. Compose a 100- to 200-word email message to Ahmed providing him suggestions for how to approach this task? (5 Marks)

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