

DO NOT WRITE ANYTHING ON QUESTION PAPER EXCEPT YOUR NAME, DEPARTMENT AND ENROLMENT No.

Name of Student ----- Enrolment No. -----

Department / School -----

BENNETT UNIVERSITY, GREATER NOIDA

End Term Make-up Examination, Even SEMESTER 2021-22

COURSE CODE: **CSET107**

MAX. DURATION: **2 Hrs**

COURSE NAME: **Foundations of Innovation & Entrepreneurship** MAX. MARKS: **40**

DATE: **14th July 2022** TIME: **Email submission on vinod.shastri@bennett.edu.in before 5 pm**

Note : 1. All questions are compulsory

2. All questions carry equal (10) marks

3. Numbers to the right indicate marks

Q.1 Using the Business Model Canvas, prepare a Business Model for any business of your choice. **(10)**

Q.2 Using the same business idea used for Question 1, answer the 5 questions suggested by Ed Rubesch. **(10)**

Q.3 Compare and contrast between PPTs by Ed Rubesh and Rajeev Roy on Business Plan. **(10)**

Q.4 After listening to the conversation between Raj Shamani and Rajiv Talreja, describe any 5 points in the conversation that appealed to you, alongwith the reasons. **(10)**