



BENNETT  
UNIVERSITY  
TIMES OF INDIA GROUP

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

**POSSESSION OF MOBILE IN EXAMINATION IS A UFM PRACTICE**

Name of Student -----

Enrolment No. -----Department -----

**BENNETT UNIVERSITY, GREATER NOIDA**  
**End Term Examination, FALL SEMESTER 2018-19**

COURSE CODE : **CIE101L**

MAX. DURATION : **2 Hrs.**

COURSE NAME: **Foundations of Entrepreneurship**

COURSE CREDIT: **3**

MAX. MARKS: **40**

**Note:**

- All the questions are compulsory.
- This is a closed book examination.
- If you have any confusion in the paper, please take an assumption and attempt the question. Kindly state the assumption.
- Please write precisely and neatly.

The following questions are **based on the movie 'SUI DHAGA'**, which you were supposed to view before coming to this examination. To attempt the questions, it is requested that necessary reference from the movie be given as examples.

Q.1. Categorise the main characters in the film Mauji, Mamta, Mauji's Father, Mauji's Brother, Guddu and Ms. Bedi based on their type of mindset? Also, provide relevant examples from the movie for the classification done. **(5 Marks)**

Q. 2. As per your understanding of the film what would you think about Mauji as a born entrepreneur or one who got created? Justify your answer with relevant excerpts from the film. **(5 Marks)**

Q.3. If you were the media and marketing planner for Sui Dhaga enterprise, and was given a task of developing a strategy for promotion what would it look like? Use as many dimensions as possible to make it a rich strategy. **(5 Marks)**

Q.4. Basis the two famous quotes of Mauji "Sab Badhiya Hai" and "Mad in India", what is your understanding about the concept of an entrepreneur and entrepreneurship? Explain with the help of examples from the movie the dimensions of Entrepreneurial Orientation of Mauji? **(5 Marks)**

Q.5. As per your understating of the film, describe with relevant examples/incidents how the two concepts of Causation and Effectuation differ from each other. **(5 Marks)**

Q.6. Suppose Mauji decides to hire you as a consultant to get his business on track and plan, using your understanding from the film complete the **Business Model Canvas** (template mentioned below)? Each Block signifies the following:

**Customer Segments:** Who are the customers? What do they think? See? Feel? Do?

**Value Propositions:** What's compelling about the proposition? Why do customers buy, use?

**Channels:** How are these propositions promoted, sold and delivered? Why? Is it working?

**Customer Relationships:** How do you interact with the customer through their 'journey'?

**Revenue Streams:** How does the business earn revenue from the value propositions?









**Key Activities:** What uniquely strategic things does the business do to deliver its proposition?

**Key Resources:** What unique strategic assets must the business have to compete?

**Key Partnerships:** What can the company not do so it can focus on its Key Activities?

**Cost Structure:** What are the business' major cost drivers? How are they linked to revenue?

**(15 Marks)**

<b>Key Partners</b> 	<b>Key Activities</b> 	<b>Value Propositions</b> 	<b>Customer Relationship</b> 	<b>Customer Segments</b> 
	<b>Key Resources</b> 		<b>Channels</b> 	
<b>Cost Structure</b> 		<b>Revenue Streams</b> 