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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (IEV)

SEM: III- THEORY EXAMINATION (2024-2025)

Subject: Global Entrepreneurship

Time: 3 Hours

Max. Marks:100

General Instructions:**IMP:** Verify that you have received question paper with correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

	SECTION – A	20
1.	Attempt all parts:-	
1-a.	Market evolution is driven by a) Ignoring trends b) Limited customer engagement c) manual processes d) technological advancements	1
1-b.	Finding new solutions to their problems a) reducing service offerings b) increasing product prices c) finding new solutions to their problems d) avoiding feedback	1
1-c.	Startup often fail when they a) Do not adapt to changing market conditions b) Expand to quickly c) Focus to much on profits d) Limit their product offering	1
Subject Code:		

1-d.	<p>A successful startup often has</p> <ul style="list-style-type: none"> a) No competition in its market b) A clear value proposition & scalability c) The lowest price in its industry d) A lack of a well defined business plan 	1
1-e.	<p>A key innovation in health is</p> <ul style="list-style-type: none"> a) Limited access to health care technology b) Manual patient record keeping c) Telemedicine & remote consultations d) Low cost traditional treatment options 	1
1-f.	<p>In ecommerce, the rise of direct-to-consumer brands is largely due to _____.</p> <ul style="list-style-type: none"> a) the ability to reduce middlemen costs b) limited consumer demand c) limited consumer demand d) competition from large retail chains 	1
1-g.	<p>Fintech success in India is largely attributed to _____.</p> <ul style="list-style-type: none"> (a) the push for digital payments and mobile banking a) high interest rates b) lack of access to financial services c) the decline in internet penetration 	1
1-h.	<p>The success of ride-hailing apps like Uber and Lyft is due to _____.</p> <ul style="list-style-type: none"> (b) ease of use and cost efficiency (c) focusing on public transport (d) maintaining high fares (e) relying on private car ownership 	1
1-i.	<p>The “Customer Relationship” section in the Idea Canvas helps businesses to _____.</p> <ul style="list-style-type: none"> (a) determine how to engage and retain customers (b) track competitor performance (c) decide on the business’s pricing model (d) establish supply chain strategies 	1
1-j.	<p>The concept of Idea Canvas is used to _____.</p> <ul style="list-style-type: none"> (a) structure and evaluate business ideas (b) track financial growth (c) set the pricing strategy (d) manage human resources 	1

Subject Code:		
2. Attempt all parts:-		
2.a.	Explain the concept of market opportunities and how they are identified in a competitive business environment. (CO1,K2)	2
2.b.	Explain the key factors that contributed to the success of recent startup stories in India.	2
2.c.	Define "EdTech" and explain how the sector is transforming the education industry in India.	2
2.d.	Describe the process of developing an Idea Canvas for a startup.	2
2.e.	Explain the process of listing pain points when creating an Idea Canvas.	2
SECTION – B		30
3. Answer any <u>five</u> of the following-		
3-a.	Explain the various opportunities at play in the eCommerce market and how they have evolved over the past decade.	6
3-b.	Explain how a startup like BYJU's leveraged the rise of digital learning to become a leader in the EdTech sector.	6
3-c.	Describe the growth and success of mobility startups like Ola and Uber in India, and how they capitalized on market opportunities.	6
3-d.	Explain the concept of "sectorial mapping" and how it helps in identifying market opportunities across different industries.	6
3-e.	Explain the process of listing pain points in the context of developing an Idea Canvas for a startup in India.	6
3-f.	Describe how sectorial shifts in funding impact the type of solutions offered to pain points in India, especially in sectors like mobility and healthcare.	6
3-g.	Explain how to assess market trends using sectorial mapping, and how this influences business model development in the eCommerce sector.	6
SECTION – C		50
4. Answer any <u>one</u> of the following-		
4-a.	Explain the concept of market opportunities and how businesses can identify and capitalize on them in a dynamic market environment. CO1,K2)	10
4-b.	Describe the evolution of markets over time and explain the factors that drive this evolution in various sectors. CO1,K2)	10
5. Answer any <u>one</u> of the following-		
5-a.	Explain the key factors that contribute to the success of a startup in identifying and capturing market opportunities at the right time. CO2,K2)	10
5-b.	Describe how early-stage startups can identify emerging market trends and leverage them to achieve success, citing a recent success story. CO2,K2)	10
6. Answer any <u>one</u> of the following-		
6-a.	Explain the role of technology in the rapid growth of the Ecommerce sector, with examples from successful companies like Amazon and Flipkart. CO3,K2)	10
6-b.	Describe the key factors that led to the success of Indian mobility startups like Ola and Uber in disrupting the transportation sector. CO3,K2)	10
7. Answer any <u>one</u> of the following-		
7-a.	Explain the concept of Idea Mapping and its role in identifying opportunities in different sectors. CO4,K2)	10

7-b.	Describe how sectorial mapping helps in identifying the challenges and opportunities within various industries. CO4,K2)	10
8.	Answer any <u>one</u> of the following-	
8-a.	Explain how to identify key pain points in a sector and assess their relevance to the Indian market context.	10
8-b.	Describe the role of "Time" in evaluating pain points within the Indian context while creating an Idea Canvas.	10