UPES
End Semester Examination, May 2025

Course: INT-BCOM-MBA-BI-VI
Program: Digital Entrepreneurship
Course Code: DIGB3007

Semester: 6th
Time   : 03 hrs.
Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Which of the following best defines digital entrepreneurship? A. Managing traditional brick-and-mortar businesses B. Launching startups using digital technologies and online platforms C. Investing in stocks and digital assets D. Creating digital art for commercial use	2	CO1
Q2	Which of the following is a growth hacking strategy? A. Television advertising B. Referral-based user acquisition C. Cold calling D. Banner printing	2	CO1
Q3	Which is an example of a freemium model? A. One-time purchase software B. Subscription-only service C. Basic service for free with paid upgrades D. Pay-per-use platform	2	CO1
Q4	Why is cloud computing useful for startups? A. It increases hardware costs B. It reduces the need for digital tools C. It provides scalable infrastructure at lower costs D. It requires on-site server management	2	CO1
Q5	Which of the following is a trend in the digital economy? A. Decline of internet usage B. Manual data collection C. Rise of remote work and gig platforms D. Increase in traditional retail stores	2	CO1
Q6	Which platform is commonly used for E-Commerce? A. Dropbox B. WordPress C. Shopify D. Zoom	2	CO1

Q7	What is the purpose of the Business Model Canvas? A. To create logos and branding B. To write product descriptions C. To plan and visualize business strategy components D. To design mobile apps	2	CO1
Q8	What does UX stand for in web design? A. User Expertise B. User Experience C. Uniform Execution D. Ultimate Expansion	2	CO1
Q9	Which is a core element of SEO? A. Paid advertisements B. Influencer marketing C. Keyword optimization D. Cold emailing	2	CO1
Q10	Which platform is best for professional networking in social media marketing? A. Instagram B. LinkedIn C. TikTok D. Pinterest	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Explain two major characteristics of digital entrepreneurs?	5	CO2
Q12	Describe any two idea generation techniques for digital businesses?	5	CO2
Q13	What are two common online revenue models?	5	CO2
Q14	Define growth hacking with one example?	5	CO2

SECTION-C
3Qx10M=30 Marks

Q 15	Explain how digital transformation tools and techniques are being used in modern industries, giving suitable examples.	10	CO3
Q16	Analyze how Lean Startup and Agile Methodology principles can be used together in digital businesses and highlight their similarities and differences.	10	CO3
Q17	Apply your understanding of startup funding sources to describe their relevance and impact on digital business success.	10	CO3

SECTION-D
2Qx15M= 30 Marks

Read the case and answer the question that follows:

Q 18	Analyze the challenges faced by a digital startup launched by young entrepreneurs that offers AI-based learning tools for school students. Although their product is innovative, the user base is still small. Identify possible gaps in their go-to-market (GTM) strategy, such as unclear target audience, poor online visibility, weak value proposition, or ineffective marketing channels. Then, suggest specific digital marketing techniques	15	CO4

	(like SEO, social media campaigns, influencer partnerships) and platform improvements (like better UX design, personalization features, or mobile app optimization) that can help increase user engagement, attract more students, and drive sustainable growth.		
Q19	Analyze the situation of a digital startup that connects local service providers (like electricians, cleaners, and plumbers) with homeowners in metro cities. Although the platform has received positive feedback from early users, its growth has stalled. Identify the key challenges affecting scalability and customer trust, such as inconsistent service quality, lack of customer reviews, weak branding, or low repeat usage. Then, propose a complete digital strategy that includes building user feedback loops (like ratings and reviews), setting up quality control processes (like service verification or guarantees), using targeted digital ads to reach new customers, and creating a strong brand presence through community-building activities (like local partnerships, testimonials, or loyalty programs) to drive sustainable growth.	**15**	**CO4**