

Name:  
Enrolment No:



## UNIVERSITY OF PETROLEUM & ENERGY STUDIES

End Semester Examination (Online) – March, 2021

Program: BBA (FB&E)  
Subject/Course: Entrepreneurial Leadership  
Course Code: UCIE3003

Semester: V  
Max. Marks: 100  
Duration: 3 Hours

	Questions	Marks	COs
	<b>Section A</b>		
Q1	Define the following terms	02	CO1
I	Define and differentiate between an entrepreneur and a businessperson.	02	CO1
Ii	Angel Investor	02	CO1
Iii	Venture Capitalist	02	CO1
Iv	Boot strapping	02	CO1
V	Funding startup	02	CO1
Vi	Define a Startup as per Govt requirements	02	CO1
Vii	Difference between a business and an startup	02	CO1
Viii	Mudra Load	02	CO1
Ix	Startup ecosystem	02	CO1
x	Silicon Valley	02	CO1
	<b>Section B</b>		
I	How entrepreneurs deal with risk and uncertainty	05	CO2
Ii	Negotiation can bring life to a dead deal, elaborate.	05	CO2
Iii	Compassion is known to be as one of the major traits of a startup leader, explain how compassion helped you lead better in your life.	05	CO3
Iv	How cognitive ambiguity influences your business decision? Elaborate from a real life/business example.	05	CO3
	<b>Section C</b>		
I	‘Network is Networth’ in today’s time and era. Present your argument on this statement and how does this influences the journey of a startup?	10	CO4
Ii	‘Leaders eat at the last’- an African proverb has deep insight of leadership principle, share your views on this insight of leadership.	05	CO4
iii	What is the Effectuation for an entrepreneur? Elaborate on all five effectuation Principles with examples.	10	CO3
	<b>Section D</b>		
I	Construct the Business Model Canvas (BMC-developed by Alexander Osterwalder) of Zomato. You should make it meticulously including all nine building blocks of the business and should explain it in detail.	15	CO4
ii	CRED the entrepreneurial venture of Kunal Shah is a big game changer in the e-commerce, lending, payments and now investment segments. Why cred has gained so much of market’s attention and they solved which deep-rooted problem of the market which existed since the beginning.	15	CO4