



Name:

Enrolment No:

**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**

**End Semester Examination, May 2022**

**Course: Entrepreneurship**

**Program: MBA**

**Course Code: UCIE8004**

**Semester: IV**

**Time: 03 hrs.**

**Max. Marks: 100**

**Instructions:**

**SECTION A  
10Qx2M=20Marks**

S. No.		Marks	CO
Q 1	Attempt the following.		
I.	_____ is an individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.  A. Government B. Entrepreneur C. Businessman D. Angel Investor	2	CO1
II.	Which could provide an individual with the motivation to start a new business venture?  A. The financial rewards. B. A desire to be independent. C. Risk-taking D. All the above	2	CO3
III.	Which of the following is the reason for business failure _____.  A. Lack of market research. B. Poor financial control. C. Poor management. D. All the above.	2	CO2
IV.	A new venture's business plan is important because _____.  A. It helps to persuade others to commit funding to the venture. B. Can help demonstrate the viability of the venture. C. Provides a guide for business activities by defining objectives. D. All the above.	2	CO4

V.	Which of the following is/are the stages of Entrepreneurial life cycle. A. Opportunity focusing. B. Market entry C. Liquidity D. All of the above	2	CO2
VI.	MVP stands for _____	2	CO3
VII.	IPO stands for _____	2	CO4
VIII.	A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments. A. venture capitalist B. entrepreneur C. businessman D. buyer	2	CO4
IX.	An individual who initiates, creates and manages a new business can be called _____. A. A leader B. A manager C. A professional D. An entrepreneur	2	CO1
X.	As a new company grows, the entrepreneur will need to _____. A. be responsive to changes in the market. B. ensure financial controls are maintained. C. build a management team. D. all the above.	2	CO2

**SECTION B**  
**4Qx5M= 20 Marks**

Q 2.	Attempt the following.		
I.	Enlist the various “opportunity evaluation parameters” that must be considered by an entrepreneur.	5	CO2
II.	Discuss the various phases of Entrepreneurial life cycle.	5	CO1
III.	“Startups and small scale industries always act as a catalyst for Nation’s economy”. Justify the statement with examples.	5	CO3
IV.	In brief differentiate between the Intrapreneur and Entrepreneur.	5	CO1

**SECTION-C**  
**3Qx10M=30 Marks**

Q 3.	Attempt the following.		
I.	Imagine you wish to start a CAB service as a startup in your city today. Identify the following components with relevance to Business Model Canvas. (i) USP (ii) Customer segments (iii) Key Partners (iv) Cost.	<b>10</b>	<b>CO4</b>
II.	“Startup funding gives entrepreneurs the best chance at success”. With reference to above statement, enumerate the various sources of funding for startups.	<b>10</b>	<b>CO3</b>
III.	Identify the reasons for the failure of team in a startup.	<b>10</b>	<b>CO2</b>

**SECTION-D**  
**2Qx15M= 30 Marks**

Q 4.	Attempt the following.		
I.	A business plan is a written document describing a company's core business activities, objectives, and how they plan to achieve their goals. Corresponding to the same, discuss in detail the various components that contributes to a successful implementation of business plan.	<b>15</b>	<b>CO4</b>
II.	<p>Case Study- Failure Analysis. The American technology company, Kodak, was built on the culture of innovation and change in 1888. The company was invented and marketed by George Eastman who was a former bank clerk from New York. At that time, it used to be a simple box camera, loaded with 100-exposure roll of film. Kodak held a dominant position in photographic film in its time. Its tagline “Kodak Moments” was so famous that it was used for promoting events. The real genius of founder Eastman lied in his marketing strategy. He launched an advertising campaign which featured children and women operating the camera with a slogan, “You press the button, we do the rest.”</p> <ol style="list-style-type: none"> <li>1. In 1935, produced the first mass-market color film in 16 and 8mm.</li> <li>2. Kodak owned the film market with 90% market share in 1970s.</li> <li>3. Created the first digital camera in 1975.</li> </ol> <p>The first digital camera was designed by a Kodak engineer, Steve Sasson in 1975. It was a filmless photography at that time so they didn't want to threaten their film business so didn't do the marketing of the Digital camera. Whereas, other digital companies like Sony, Nikon, Fujifilm took the full advantage of the situation.</p> <p>Kodak couldn't get on the nerve of the modern technology and remained in denial for long about digital photography while all the other brands adapted the change by introducing electronic cameras. Even before the</p>	<b>15</b>	<b>CO2</b>

digital photography they were failing to keep up as its rivalry Fujifilm started doing a better job than them. In January 2012, the big name went bankrupt because of not making the smart move into the digital world fast enough. On February 9, 2012, Kodak announced that it will exit the digital image capture business.

- (a) In Brief elaborate the initial marketing strategy of Kodak, which made them acquire the market.
- (b) Discuss how the Kodak failed and missed the opportunities in the technology, they themselves invented.
- (c) Finally, what went wrong which made them exit from the market?