

BITS, PILANI – DUBAI CAMPUS
FIRST SEMESTER 2011-2012
Comprehensive Test (Closed Book)

Course No: BITS C432

Course Title : Entrepreneurship

Date : 04.01.2012

Time : 3 hours (12.30 to 3.30 PM)

Max Marks : 40

Weightage : 40%

Answer All questions

PART – A

1. What is Product Development strategy? Discuss various implications of growth for the firm and how to overcome? 5
2. If you are approaching to a Venture Capitalist for your business, what process do they follow and what factors do they evaluate before final approval. 5
3. Explain Win-Win Negotiating Principles. 5
4. Assume that you are starting a new business, how will you analyze your Competitors with the help of Market Research? 5
5. Explain Advantages & Disadvantages of Franchising 5

PART – B

Write short notes on :

1. Advantages of Acquisitions 3
2. Underwriter Selection process 3
3. Importance of 'Networks' 3
4. Patents 3
5. Joint Ventures 3

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FIRST SEMESTER 2011-2012
Test – 2 (Open Book)

Course No: BITS C432

Course Title : Entrepreneurship

Date : 20.11.2011(Sunday/8th hour)

Time : 50 minutes (2.50 to 3.40 PM)

Venue : Room No. 228

Max Marks : 20 ; Weightage : 20%

Answer All questions

1. Discuss various Methods for generating / creating Business idea
Which method will you choose and why? Justify? 10

2. Assume that you are planning to enter into international market.
What mode of entry will you use? Why? Justify? 5

3. Do you think that the internet can be a source of advantage for one firm over
other firms or do you think that it is a necessity just to be able to compete?
Justify?. 5

BITS, PILANI – DUBAI CAMPUS
FIRST SEMESTER 2011-2012
Test – 1 (Closed Book)

Course No: BITS C432

Course Title : Entrepreneurship

Date : 26.10.2011(Wednesday/8th hour) Time : 50 minutes (2.50 to 3.40 PM)

Venue : Room No. 228

Max Marks : 25 ; Weightage : 25%

Answer All questions

1. Define 'Entrepreneurship' and explain entrepreneurial process steps? 5
2. What is Cognitive adaptability? Explain (1) comprehension; and (2) strategy 5
3. Explain atleast 5 mistakes which entrepreneurs normally make? 5
4. Explain First Mover advantages with examples? 5
5. Write short notes on :
 - a) 'Resource Bundle' with example? 3
 - b) Risk Reduction strategies for new entry exploitation 2