

BITS, PILANI – DUBAI CAMPUS
FIRST SEMESTER 2012-2013
Comprehensive Examination (Closed Book)

Course No: BITS C432;

Course Title : Entrepreneurship

Date : 04.01.2013 (Friday)

Time : 3 hours (7 PM to 10 PM)

Venue : Room No. 334

Max Marks : 40; Weightage : 40%

Answer All questions

1. 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
2. Assume that you are running your own business and are planning to enter into international market. What mode of entry will you use? Why? Justify? 5
3. An organization has managed over the years by inducting more and more part-time employees as against the requirement for full-time employees. A situation has been built up wherein more than 60% of the total employees are Part-time. Part-time employees do not get all benefits and have less job security. Identify the views on the accumulated problem that has built over the last 20 years in the organization from different perspectives such as part-time employees, unions, Politicians, management of the company and full-time workers. Identify creative solutions to the problem that can help in managing the increasing conflict and tension that are building up in the organization. 5
4. Assume that you are going for negotiation with a new client (potential business lead) which might lead to growth opportunity for your business. 5
How will you prepare for the negotiation meeting and what techniques will you use for successful / win-win negotiation?

Please read the attached case thoroughly and answer following questions :

1. What have been the key success factors for Ukiah Software Inc.? 5
2. What is the importance of research & development efforts in developing network solutions? 5
3. What are the key entry barriers to development of high-technology new products, in general, and Internet and Intranet software security products, in particular? 5
4. Was it right on the part of Naveen Bisht to sell Ukiah Software, Inc. to Novell, Inc.? Justify your answer. 5

**BITS, PILANI – DUBAI CAMPUS
SECOND SEMESTER 2011-2012
Test – 2 (Open Book)**

Course No: MBA C482; Course Title : Creating & Leading Entrepreneurial Organization

Date : 01.05.2012(Tuesday)

Time : 50 minutes (7.00 to 7.50 PM)

Venue : Room No. 268

Max Marks : 20 ; Weightage : 20%

Answer All questions

1. Customer Dissatisfaction is a source of Opportunity. Take any example and Examine critically in which part of the Value chain the customer is highly dissatisfied and Criticality of that product is also very high. 6

2. Read the attached case thoroughly and answer following three questions : 9
 - a) Describe company mission and objectives for Patagonia during its early and recent endeavors. In your opinion, do these conflict, or are they compatible with one another?

 - b) A critical part of good business planning is knowing why a company is in business And how It will serve its customers. Explain these issues with respect to Chouinard as an Entrepreneur and with respect to his company.

 - c) What would you envision as requirements for Patagonia's market research activities? Financial Planning activities?

3. Explain 5-6 useful tips for making effective business plan presentation to potential lenders and investors. 5

BITS, PILANI – DUBAI CAMPUS
FIRST SEMESTER 2012-2013
Test – 1 (Closed Book)

Course No: BITS C432;

Course Title : Entrepreneurship

Date : 06.11.2012(Tuesday)

Time : 50 minutes (7.00 to 7.50 PM)

Venue : Room No. 257

Max Marks : 25 ; Weightage : 25%

Answer All questions

1. Explain Five characteristics of Creative people? 5
2. Differentiate between the idea stage and the concept stage of an idea. 5
3. The following are some hypothetical statements pertaining to customer needs. Identify the solutions to fulfill these needs by recognizing an opportunity behind each situation.
 - o 10 new working couples with young children in the age group of three to eight years have just shifted to your locality. 4
 - o 4,000 students in a residential college not liking their mess food. 4
4. What are the key decisions to be made in test marketing stage? 3
5. Write short notes on :
 - a. Horizontal Merger with one example; 2
 - b. Imitation strategy with one example. 2