

**PGDM (RM), 2019-21
ENTREPRENEURIAL MINDSET
RM-601**

Trimester VI End Term examination, February 2021

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No on every page of the Answer Sheet. All other instructions on the question paper / notifications should be followed meticulously.

Section A

Attempt any three.

Word limit: 300 words

M M = 10 *3= 30

1. Which is more important- market analysis or industry analysis, when you are planning to start a new venture or vertical? (CILO-1)
Or
Why are opportunity scanning and identification considered as important steps to developing a business idea? (CILO-1)

2. Why is the identification of the founder's strengths and weakness just as important as identification of the idea's feasibility? Explain with examples. (CILO -2)
Or
What is the major difference between an USP and an UVP? Explain with relevant examples. (CILO -2)

3. What are 'gazelles', 'soonicorn' and 'unicorns' in startup lingo? Explain why India has had more unicorns in the last five years as compared to the last five decades? (CILO -3)
Or
What do you think are the major reasons for the growth in entrepreneurship in India? Discuss in detail. (CILO-3)

Section B

M M= 10* 2 =20

Case Study is compulsory and is for 20 marks.

Case Study: Using the idea presented by you in the final business plan

- a. Explain how you will minimize risk for your business idea? Explain with examples. (CILO -3)
- b. Create the Lean Model Canvas for your business idea.