

**PGDM-RM (2017-19)**  
**BASICS OF ENTREPRENEURSHIP**  
**Subject Code: RM 506**  
**Trimester V End Term examination, December 2018**

Time allowed: 2 hrs 30 min

Max Marks: 50

Roll No: \_\_\_\_\_

**Instruction:** Students are required to write Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means**. In case of rough work please use answer sheet.

**Section A**

Attempt any three.

Word limit: 300 words

MM = 5 \* 3 = 15

1. Explain any two
  - a. Summary business plan
  - b. Full business plan
  - c. Operational business plan
2. What is the major difference between an USP and an UVP? Explain.
3. What are 'gazelles' and 'unicorns' in startup lingo? Explain why India has had more gazelles than unicorns in the last one decade?
4. What is effectuation? Describe the four principles of effectuation.
5. To assess the economic environment of a venture, an entrepreneur would like to have a number of questions answered. Identify and discuss five of these questions.

**Section B**

Attempt any two.

Word limit: 500 words

MM = 10 \* 2 = 20

1. Nitin Sharma, who is a physical therapist, is thinking of starting a firm in the medical instruments industry. He would like to know more about the industry before proceeding. What suggestions would you give Nitin, for collecting primary and secondary information?
2. Select from one of the following companies which grew from a start-up to a multi-billion venture; Amazon, Google, Alibaba, Tesla. For the company selected, identify its core competency and explain how its core competency strengthens and contributes to its competitive advantage.
3. What is the importance of financial analysis to an entrepreneur? Briefly describe the key elements of a financial plan.

**Section C**

**Case Study is compulsory and is for 15 marks.**

1. Using the Lean Model Canvas given as a reference, fill in the various components with reference to your business idea and draw it in your answer sheet.

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| <p><b>PROBLEM</b><br/>List your top 1-3 problems</p>                              | <p><b>SOLUTION</b><br/>Outline a possible solution for each problem.</p>                     | <p><b>UNIQUE VALUE PROPOSITION</b><br/>Single, clear, compelling message that states why you are different and worth paying attention.</p> | <p><b>UNFAIR ADVANTAGE</b><br/>Something that cannot easily be bought or copied.</p> | <p><b>CUSTOMER SEGMENT</b><br/>List your target customers and users.</p>           |
| <p><b>EXISTING ALTERNATIVES</b><br/>List how these problems are solved today.</p> | <p><b>KEY METRICS</b><br/>List the key numbers that tell you how your business is doing.</p> | <p><b>HIGH-LEVEL CONCEPT</b><br/>List your X for Y analogy e.g. YouTube = Flickr for videos.</p>   | <p><b>CHANNELS</b><br/>List your path to customers (inbound or outbound).</p>        | <p><b>EARLY ADOPTERS</b><br/>List the characteristics of your ideal customers.</p> |
| <p><b>COST STRUCTURE</b><br/>List your fixed and variable costs.</p>              | <p><b>REVENUE STREAMS</b><br/>List your sources of revenue.</p>                              |  |  |  |

