

Birla Institute of Technology & Science, Pilani
Comprehensive Exam – Regular
1stSemester 2023-24
BITS F482 / ECON F414
Creating & Leading Entrepreneurial Organization

Weightage: 30%

Marks: 30

Duration: 3 Hours

Part A (Close Book)
(Weightage 20%, Marks 20)
(Duration 1 hour 45 Minutes)

- Q1a.** Why is a product/customer focus an important characteristic of successful entrepreneurs? **[1 M]**
- Q1b.** What is meant by execution intelligence? Why is it important? **[1 M]**
- Q1c.** List four important blocks to creativity? How can these blocks be overcome to create a culture in your startup to promote creativity? **[2 M]**
- Q2a.** What four external environmental trends are most instrumental in creating business opportunities? Provide an example of each environmental trend and the type of business opportunity that it might help create. **[2 M]**
- Q2b.** You have got an idea for a startup venture. List and briefly describe each of the four areas for exploring its feasibility analysis. **[2 M]**
- Q3a.** What is meant by term “barrier to entry”? Describe the four major sources of barriers to entry that firms use to restrict entry into their markets. **[2 M]**
- Q3b.** Draw the value chain model and the business model canvas? How does an understanding of the value chain help explain how business model emerge? **[2 M]**
- Q4a.** Differentiate between Memorandum of Association and Articles of Association. **[2 M]**
- Q4b.** Explain the implication of the fact that “Patents are territorial rights” for a deep-tech startup which has filed a patent in India. **[2 M]**
- Q5a.** What are the key marketing mix variables to be covered in preparing the marketing plan? **[2 M]**
- Q5b.** What is inventory turnover ratio? Give the formula and explain the significance of this ratio for a manufacturing based startup. **[1 M]**
- Q6.** List the options available for entrepreneurs to avail seed funding support for their ventures in the India? **[1 M]**
