Birla Institute of Technology & Science, Pilani
Mid Semester Exam – Regular
1st Semester 2023-24
BITS F482 / ECON F414

Creating & Leading Entrepreneurial Organization

Weightage: 30%   **Marks: 30**   **Duration: 90 Minutes**

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- There are 5 questions in the question paper.
- All questions are compulsory.

Q1.   Observing the advancement in space exploration technologies, identify and list atleast two entrepreneurial ideas. Also list the qualities these ideas must have to call them as the business opportunity?   **[2+2=4 M]**

Q2.   List the important elements covered in the concept statement.   **[3 M]**

Q3.   Gen Z shoppers in India, aged below 26 years, are the new target group for fashion brands–both online and offline. Right from legacy fashion retailers to online marketplaces, niche offerings for Gen Z shoppers have been on the rise, with clear messaging, affordable price points, and keeping up with international trends.

Over the last two months, players like Reliance Retail and Flipkart have launched 'youth-centric' brands to cater to Gen Zs. While Reliance Retail launched its first YOUSTA store in Hyderabad in August apart from retailing on its ecommerce app AJIO, ecommerce major Flipkart announced the launch of its app-in-app platform Spoyl. In May this year, Flipkart group company Myntra announced the launch of a similar feature on its app–FWD, while Tata Trent has plans to expand its affordable fashion brand, Zudio, to 130 stores in 2023.

These ventures are catering to the growing Gen Z shoppers who make up for nearly a third of the online shopper base in India, according to a recent report by Bain & Company and ABFRL backed house of brands, TMRW.

"With approximately 116 million Gen Z consumers in urban India, this is a crucial segment for retailers to target and retain. The segment is responsible for driving the fastest growth for categories such as fashion, sneakers, smartwatches, and wearables–witnessing an increase of 105% year-on-year in the first half of 2023 (From January to July)," as informed by the Partner at consultancy firm Grant Thornton Bharat.

"Nearly 25% of Flipkart users are Gen Z," says Vice President at Flipkart Fashion. He adds that this crop of users do not like clicking on buttons and prefer visuals to detailed catalogue. Fashion is also a key channel for new customer acquisition for Flipkart, contributing nearly 40% of the new base. In order to engage with this set of users, the communication and interface has to be different, propelling the need for a differentiated offering.

A consultancy firm suggests you to enter the fashion industry targeting Gen Z in India. Analyze this industry using an appropriate framework. Based on your analysis what will be your decision to enter or not to enter the industry. Give rationale for the same.
                                                                                              [5+2 = 7 M]

Q4. Mention your team idea (as taken for the concept testing assignment) in a sentence and present the business model for the same using business model canvas. **[6 M]**

Q5. India's drone industry has gained momentum in recent years, spurred by policy changes and government initiatives that have provided impetus to startups in the sector. Looking at the potential of the drone industry, the game has just begun for drones and sky's the limit with respect to where they can be utilised. Drones can disrupt several multibillion-dollar segments and industries.

Over the past four to five years, the drone industry has experienced a significant amount of traction in civilian and defence sectors. There's been a notable shift towards indigenous production, propelled by progressive government policies and initiatives such as the Production Linked Incentive, which are encouraging domestic drone manufacturing. Government initiatives such as loans and subsidies for drones, alongside investment and support from major players like Adani and Reliance, indicate a promising trajectory for the drone industry, benefitting startups like Garuda and Marut.

a) In case of drone based business idea, what will you test as part of product/service feasibility? Also elaborate how will you test the same. **[2+2 = 4 M]**

b) If you are working on building highly efficient drones, what will you do for protecting the intellectual property (IP) for the same? Also elaborate the process for the same.
[2+4 = 6 M]

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