



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2022

Course Name – Digital Entrepreneurship

Course Code - BBADMS301

(Semester III)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Discover the support system commonly offers a organized program that consolidates mentoring, resources, and workspace to help unused companies create quickly.
- a) Venture capitalists
b) Business incubators
c) Seed accelerators
d) Small business loans
- (ii) Examine that in progressed commercial undertaking, what may be a normal source of mentoring and bolster for unused ventures in their early stages?
- a) Family members
b) Competitors
c) Online communities
d) Government agencies
- (iii) Judge that you are a digital entrepreneur. What does the phrase \"bootstrapping\" mean?
- a) Relying on a mentor's financial support
b) Starting a business with minimal external funding
c) Joining a business incubator program
d) Using government grants to fund a startup
- (iv) Discover the trait that a great mentor in digital entrepreneurship does not have.
- a) Strong industry knowledge
b) Willingness to take control of the startup
c) Excellent communication skills
d) Availability for regular guidance
- (v) Examine Digital Entrepreneurship.
- a) Traditional business conducted online
b) Starting a business without digital tools
c) Entrepreneurship using digital technologies
d) Investing in digital assets
- (vi) Choose how to provide financial support for companies that prioritize making a positive impact on society or the environment, rather than focusing solely on making money.
- a) Corporate sponsors
b) Impact investors
c) Business consultants
d) E-commerce platforms
- (vii) Choose a system that supports company owners by providing them with the resources they require, such as money. The government emphasizes and promotes particular locations or regions.

- a) Business incubators
c) Economic development agencies
- b) Business accelerators
d) Angel investor networks
- (viii) Discover which internet site Mark Zuckerberg focused on most when he first started Facebook.
- a) E-commerce
c) Video streaming
- b) Social networking
d) Online gaming
- (ix) Identify what is the primary goal of a digital entrepreneur?
- a) Increase paper-based transactions
c) Create and grow online businesses
- b) Reduce reliance on technology
d) Avoid online marketing
- (x) Identify which of the following is NOT a benefit of digital entrepreneurship?
- a) Wider reach and customer base
c) Limited scalability
- b) Lower startup costs
d) Flexibility in work hours
- (xi) Define the role of e-commerce in digital entrepreneurship.
- a) It hinders the growth of online businesses.
c) It promotes offline sales only.
- b) It provides a platform for online buying and selling.
d) It encourages face-to-face transactions.
- (xii) Identify the term refers to the process of identifying and entering new digital business opportunities.
- a) Market saturation
c) Digital transformation
- b) Digital marketing
d) Digital innovation
- (xiii) Discover how social media may be utilized in digital enterprise for efficient communication.
- a) To solely promote products/services
c) To spam potential customers with advertisements
- b) To engage with customers and build relationships
d) To ignore customer feedback
- (xiv) Describe the benefits of effective communication for managing emergencies for digital company owners.
- a) To hide information from stakeholders
c) To maintain transparency and mitigate the crisis
- b) To blame team members for the crisis
d) To downplay the severity of the crisis
- (xv) Explain the digital business model.
- a) A model for physical stores
c) A model that leverages digital technology to create and deliver value
- b) A model for traditional advertising
d) A model for e-commerce websites

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Describe agility's role in digital entrepreneurship business models. (3)
3. Explain the business model for digital entrepreneurship. (3)
4. Examine how digital entrepreneurs can adapt to changing technological trends. (3)
5. Determine the value proposition of a digital business model. (3)
6. Estimate the significance of a digital marketing strategy for digital entrepreneurship. (3)

OR

- Summarise the main challenges faced by digital entrepreneurs in a global context. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Recognize the role that digital entrepreneurship plays in driving economic development and how it can help generate money and jobs in an ever-changing digital environment. (5)

8. Evaluate how creativity and design thinking can promote innovation and success in digital entrepreneurship. (5)
9. Explain the essential factors to consider when listening to people in the digital entrepreneurship industry, and how effective listening abilities can contribute to the success of a digital business. (5)
10. Explain the fundamental steps of the digital business model development process in digital entrepreneurship, and how they contribute to the success of a digital venture. (5)
11. Test the connection between the global business environment and digital entrepreneurship and how it affects the strategies and success of digital entrepreneurs. (5)
12. Justify how a dynamic global business climate affects the viability of digital entrepreneurship and what flexible strategies can be used by digital entrepreneurs in the face of ongoing changes. (5)

OR

Assess the main challenges faced by digital entrepreneurs in a developing country and how they can overcome them. (5)
