

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2024

B.Tech-V Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 18B11HS511 (3)

MAX. MARKS: 35

COURSE NAME: Project Management and Entrepreneurship

COURSE INSTRUCTORS: Anupriya Kaur and Bilal Khan

MAX TIME: 2 Hour

Note: (a) All questions are compulsory.

Q.No	Question	CO	Marks
Q1	Entrepreneurial temperament is an absolute essential for new age organizations. In light of this statement discuss the inherent challenges and potential pitfalls that business empires face as they grow and mature. Use suitable examples.	CO6	5
Q2	Analyze the impact of evolving social dynamics in Indian culture and lifestyle on the emergence of new entrepreneurial opportunities.	CO7	5
Q3	Contrast between <ul style="list-style-type: none"> • Bootstrapping and Crowdfunding w.r.t venture Finance • Angel investors and Venture Capitalists 	CO7	5
Q4	Is 'scope creep' detrimental to project process? Justify your answer. Also, comment on the efficacy of cybernetic control wrt project management.	CO3	6
Q5	Evaluate the feasibility of combining cost-leadership and differentiation strategies in the Indian smartphone market. Choose a company (e.g., Xiaomi or OnePlus) and analyze how it balances cost-efficiency with unique features to attract a broad customer base. What are the potential risks and benefits of this approach?	CO6	5
Q6	Write short notes on <ul style="list-style-type: none"> • Incorporation of Company • Three major conditions to seek eligibility for startup recognition • Reversal technique for creative ideas 	CO5	9