SET-2

INDIRA UNIVERSITY, PUNE

SCHOOL OF BUSINESS- MBA

Backlog Examination (2025 Pattern) April – 2026 - Semester – I

Subject Name: Entrepreneurship Development **Max. Marks: 25**
Subject Code: 25MBA114 **Time: 1:30 hrs**

Instructions

- All Questions are compulsory

CO #	Cognitive Ability	Course Outcome
CO1	**Remember**	Remember fundamentals of Start-ups
CO2	**Understand**	Understand difference between entrepreneurship and employment and competencies required for being an entrepreneur
CO3	**Apply**	Identify critical concepts of entrepreneurship.
CO4	**Analyse**	Analyze business ideas for its business potential.
CO5	**Evaluate**	Evaluate Business Aspects of a viable business Idea & the Market.
CO6	**Create**	Develop Business Plan on the validated business Idea.

Q1.	**Attempt all the questions: (5 Marks)**	
	a. Outline the process and techniques used for business idea validation.– **(2 Marks)**	CO1
	OR	
	a. List & describe the key differences between an entrepreneurial career & a job career. **(2 Marks)**	
	b. Discuss the relationship between market potential and the long-term sustainability of a business idea. **(3 Marks)**	CO2
	OR	
	c. Explain the role & significance of entrepreneurship in fostering economic & social development. **(3 Marks)**	
Q2.	**Solve any 1 Questions: (5 Marks)**	
	a. Identify a potential business idea relevant to your city or college environment. Analyze its market potential by organizing data on customer segments, demand trends, and competitors. Utilize this analysis to plan whether the idea can sustain long-term growth	CO3

	OR b. You are planning to launch a new service-based start-up in your city. Develop a business plan outline by organizing essential components such as value proposition, target customers, marketing strategy, revenue model, and cost estimation.	
Q3.	**Solve any 1 Questions: (5 Marks)** a. Differentiate between an idea and a business idea. How can an entrepreneur validate a business idea? **OR** b. Talreja Motors, founded by Mr. Talreja and partners in 2003, has revolutionized the electric car industry with its high-performance, affordable electric vehicles. Talreja's unique business model emphasizes technology, innovation, and a sustainable energy future, with the development of electric vehicles, solar power, and energy storage solutions. Talreja's leadership, along with a focus on open-source technology, a direct sales model, and a commitment to reducing environmental impact, has positioned Talreja Motors as a leader in the electric vehicle industry. However, Talreja Motors faces challenges such as funding, manufacturing capacity, and competition from both traditional automakers and other electric vehicle producers. **Analyze the competitive advantages that Talreja Motors has over traditional automotive companies in the electric vehicle industry. Discuss how these advantages reflect the key aspects of a viable business idea?**	CO4
Q4	**Solve any 1 Questions: (5 Marks)** a. Why is it essential to work on a business plan? Discuss the different approaches and frameworks used to create a business plan.. **OR** b. Evaluate the components of a business model. How do the revenue and cost models impact the sustainability of a business?	CO5

Q5	**Solve any 1 Questions:** **(5 Marks)** a. Formulate a viable business model for an e-commerce start-up by applying idea validation techniques, market analysis, and cost–revenue estimation. Provide actionable recommendations to improve financial sustainability. **OR** **b.** Create a model for a new venture that demonstrates how entrepreneurial competencies such as innovation, risk-taking, and leadership can be embedded into business planning and execution.	CO6

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