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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATIONS- 2026

B.Tech-V Semester (BACKLOG)

COURSE CODE (CREDITS): 18B11HS511 (3) MAX MARKS: 35

COURSE NAME: Project Management and Entrepreneurship

COURSE INSTRUCTOR: Anupriya Kaur MAX. TIME: 2 Hours

Note: (a) All questions are compulsory.

(b) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems

(c) Use of calculator is not allowed

Q.No	Question	CO	Marks
Q1	Evaluate the potential of digital healthcare ventures in India from an entrepreneurial perspective.	CO5	5
Q2	Evaluate the feasibility of combining cost-leadership and differentiation strategies in the Indian automobile market. Choose a company (e.g., Maruti Suzuki or Tata Motors) and analyze how it balances affordability with distinctive features to attract a broad customer base. What are the potential risks and benefits of adopting such a hybrid competitive strategy?	CO4	5
Q3	You are managing the launch of a new digital payment application for an Indian fintech startup. The key stakeholders include the founders, investors, technical team, and early adopters. As a project manager, analyze whether these stakeholders are likely to create competing demands regarding project scope, time, cost, and quality. Justify your views with suitable reasoning.	CO3	5
Q4	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.	CO1	5
Q5	Contrast between • Bootstrapping and Crowdfunding w.r.t venture Finance • Angel investors and Venture Capitalists	CO5	6
Q6	Write short notes on • Incorporation of Company • Three major conditions to seek eligibility for startup recognition • Reversal technique for creative ideas	CO5	9