

Dr. Anupriya

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- Septembert 2017

B.Tech 7 Semester

COURSE CODE: 10B1WPD731

MAX. MARKS:15

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: One Hr

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. Discuss the factors that made/make the 'Wassup Laundry Service' a viable business opportunity? (3 marks)
2. Highlight the challenges faced by Venkatesh Iyer (co-founder Goli Vada pav) to strike on the right business model for their venture. (3 marks)
3. 'Location' can be a critical management decision which can influence a business's viability. Comment and support with examples. (3 marks)
4. Write short notes on the following (3X 2 marks)
 - a. Start up Definition
 - b. Incorporation by Registration (company)
 - c. Primary demand vs selective demand

PD-1, BT