

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- September 2016

B.Tech Semester 7

COURSE CODE: 10B1WPD731

MAX. MARKS: 15

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3

MAX. TIME: 1Hr

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

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1. Bharat Sethi, founder and CEO Postergully, stated that the startup ecosystem has a vanity problem. Comment. (3 marks).
2. How has technological advancements led to growth of entrepreneurship. (3 marks)
3. Vishal Sikka, CEO Infosys, undertook strategic steps to transform his employees into innovative thinkers. Justify his action. (3 marks)
4. Distinguish between blue ocean and red ocean strategy with examples. (4 marks)
5. Patanjali group is set to launch home worship products. Decode this strategy w.r.t. Ansoff product matrix. (2 marks)