

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATIONS- 2025

B.B.A-III Semester

COURSE CODE (CREDITS):23BBWHS331 (4)

MAX. MARKS: 25

COURSE NAME: ENTREPRENUERSHIP DEVELOPMENT

COURSE INSTRUCTORS: Dr Tanu Sharma

MAX. TIME: 1 Hour 30 Min

Note: (a) All questions are compulsory.

(b) Attend Questions Chronologically

Q.No	Question	CO	Marks
Q1	a. Using the Business Model Canvas, analyze the business model of Uber / Swiggy / Amazon/Mahindra / Zara	CO[3]	3
	b. What are the limitations of the Business Model Canvas in today's dynamic business environment?		2
Q2	a.Riya and Aarav, two young entrepreneurs from Himachal Pradesh, want to open a café called " Green Bean Café " — a sustainable, eco-friendly café that uses organic ingredients, serves in biodegradable cups, and promotes zero plastic use. They also plan to create a mobile app for online ordering and community events on environmental awareness. Help them in Designing a feasible business model that combines profitability with sustainability.	CO[3]	3
	b. What are the challenges of creating business models for emerging markets like India?		2
	c. How can entrepreneurs ensure that their business model creates both <i>economic</i> and <i>social</i> value?		2
Q3	a. Examine the impact of the <i>Make in India</i> initiative on micro and small enterprises.	CO[4]	3*2=6
	b. What role does entrepreneurship play in the growth of MSMEs?		
Q4	Create an HR strategy blueprint for a tech startup with 20 employees in the first year.	CO[4]	4
Q5	How can HR strategy contribute to the startup's competitive advantage?	CO[4]	3