

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2025

B.Tech-V Semester (CSE/IT/ECE/CE/BT/BI)

COURSE CODE (CREDITS): 18B11HS511 (3)

MAX. MARKS: 35

COURSE NAME: PROJECT MANAGEMENT AND ENTREPRENEURSHIP

COURSE INSTRUCTORS: Anupriya Kaur and Tanu Sharma

MAX. TIME: 2 Hour

Note: (a) All questions are compulsory.

(b) Marks are indicated against each question in square brackets.

Q.No	Question	CO	Marks
Q1	Aashi, a final-year BBA student who has conceived a unique idea for an AI-powered wardrobe management app. After launching, she sees very few downloads, feedback indicates poor usability, and investors show little interest because there is no clear monetization model. Identify at least three additional factors that determine entrepreneurial success and explain, with justification, how neglecting them contributed to Aashi's early failure.	CO6	5
Q2	Analyse how the co-existence of public and private sectors has shaped the development of India's infrastructure sector. Using suitable examples (e.g., airports, renewable energy, metro rail projects), evaluate the advantages and challenges of this mixed model in achieving national development goals.	CO5	5
Q3.	MobiRide, an Indian mid-scale ride-sharing app operating in Tier-1 and Tier-2 cities, has been facing declining user satisfaction. Customers increasingly complain about slow pick-ups, surge pricing, and lack of driver professionalism. How can we apply reversal technique in this case. How can it lead to some solution?	CO7	5
Q4	How does the Venture Capital Industry work? Highlight the basic aspects that venture capitalists employ to evaluate the potential of a venture they might invest in?	CO5	5
Q5	A group of entrepreneurs wants to form a private limited company. Briefly outline the essential steps they must follow during the promotion and incorporation process. How does a business deemed eligible as a start up.	CO5	6
Q6	Write short Notes on (a) Three general criteria to help decide when to use Project Management Techniques (b) The Relationships Among Portfolios, Programs, and Projects (c) Forward looking companies are demarcated based on how well they manage their projects. <i>Comment</i>	CO1	9