

University of Mumbai
Examinations Summer 2022

Program: **T.E. (Information Technology Engineering)**
Curriculum Scheme: (Choice Base Credit Grading System) (R- 19) (C Scheme)
Examination: TE Semester: V
Subject Paper Code: 32423 and Course Name: Entrepreneurship & E-business

Time: 2 hour 30 minutes

Max. Marks: 80

Q1.	Choose the correct option for the following questions. All the questions are compulsory and carry equal marks
1.	From the following, choose the incorrect sentence about the procurement.
Option A:	Good procurement processes can facilitate coordination with the supplier and improve forecasting and planning.
Option B:	The goal of procurement is to enable orders to be placed and delivered on schedule at the lowest possible overall cost.
Option C:	Procurement can lead to higher level of inventory
Option D:	Procurement is the process of obtaining goods and services within a supply chain.
2.	_____ is someone who attempts to advance a social agenda in addition to a formal job role as part of a corporation.
Option A:	Business entrepreneurs
Option B:	Active partners
Option C:	Buyers
Option D:	Corporate social entrepreneur
3.	Following of which is not referred to New entry in Entrepreneurship ?_____
Option A:	Offering a new product to an established or new market
Option B:	Offering an established product to a new market
Option C:	Recruiting new people in the organization
Option D:	Creating a new organization
4.	The ability of Entrepreneurial leaders in prediction logic and creation logic while making e decisions, is known as_____
Option A:	cognitive ambidexterity
Option B:	economic responsibility

Option C:	Self-awareness
Option D:	Social awareness
5.	Which of the following is not one of the advantages of acquisition of an Established Business Venture.
Option A:	Established customer base at present location
Option B:	Experienced employees
Option C:	Inventory and equipment at place
Option D:	Potential liability for past business contact
6.	Which of the following is not true for a marketing plan?
Option A:	A marketing plan is a more comprehensive document that heavily outlines the marketing and advertising efforts of a company.
Option B:	Marketing Plan is shared with the public for the understanding of product or service
Option C:	Marketing plans focus solely on determining how to get your service(s) and/or product(s) into the hands of the consumers
Option D:	Marketing plans are best used as internal documents
7.	Which of the following is true for debt financing?
Option A:	does not require collateral and offers the investor some form of ownership position in the venture.
Option B:	Obtaining funds for the company in exchange for ownership
Option C:	The investor shares in the profits of the venture, as well as any disposition of its assets
Option D:	Obtaining borrowed funds for the company
8.	Which of the following is a competitive driver of digital technology adoption?
Option A:	Improving the range and quality of services offered
Option B:	Reduced sales and purchasing costs
Option C:	Reduced operating costs
Option D:	The increasing speed with which supplies can be obtained
9.	Monitoring of weekly divisional sales happens at _____ level.
Option A:	ESS
Option B:	MIS

Option C:	TPS
Option D:	DSS
10.	___ is the integration of the activities that procure materials and services, transform them into intermediate goods and the final product, and deliver them to customers
Option A:	Customer relationship management
Option B:	Employee relationship management
Option C:	Supply-chain management
Option D:	Partner relationship management

Q2. (20 Marks Each)	
A	Solve any Two 5 marks each
i.	Compare Entrepreneur and Manager.
ii.	Why an entrepreneur is unwilling to delegate work? Give five reasons
iii.	Explain the business plan and its drivers.
B	Solve any One 10 marks each
i.	What is CRM? Explain functional areas of CRM.
ii.	What is Technology adoption? Explain the steps to be taken for technology adoption.

Q3. (20 Marks Each)	
A	Solve any Two 5 marks each
i.	Which are the three principles of entrepreneurial leadership?
ii.	Which are the disadvantages of the acquisition of an established Business Venture?
iii.	What is the difference between Incubators and Accelerators? Give examples
B	Solve any One 10 marks each
i.	Why ERP systems is important for organizations nowadays?
ii.	List the types of E-commerce. Explain any two with example

Q4. (20 Marks Each)		
A	Solve any Two	5 marks each
i.	What are the Micro, Small, and Medium Enterprises?	
ii.	Explain the forms of business ownership.	
iii.	Discuss the following terms: Seed funding, Crowdfunding, Venture Capital, Private equity, public equity,	
B	Solve any One	10 marks each
i.	Use of e-business technologies, results in better and more timely decisions across all channels of the supply chain. Justify.	
ii.	Elaborate on Information Management. What are the advantages of well-managed information?	