

Dr. Babasaheb Ambedkar Open University
Term End Examination July – 2026

Course	: BCA	Date	: 15-07-2026
Subject Code	: BCAAEE-405	Time	: 03:00pm to 04:00pm
Subject Name	: Entrepreneurial Skills-I	Duration	: 01 Hours
		Max. Marks	: 35

Section A

Answer the following (Attempt any two) (20)

- 1 Compare and contrast traditional entrepreneurship with IT entrepreneurship across at least six meaningful dimensions. Construct a comparative table and explain the significance of any three differences you have identified.
- 2 Describe India's startup ecosystem comprehensively. Discuss the key cities and their specialisations, the role of incubators and accelerators in supporting new ventures at different stages, and the contribution of mentors to startup success.
- 3 Explain the four main forms of business ownership available to IT entrepreneurs in India, covering the legal status, liability, investment compatibility, compliance requirements, and ideal use case of each.
- 4 Explain the role of content marketing and email marketing as complementary customer acquisition strategies for an IT startup. How do these two channels work together to move a potential customer from initial awareness to a purchasing decision?

Section B

Answer the following (Attempt any two) (10)

- 1 What are the four types of user needs? Give one example of each from a mobile banking app.
- 2 What is the essential difference between invention and innovation?
- 3 Explain the freemium business model.
- 4 What are the three primary advantages of bootstrapping an IT startup?

Section C

Multiple Choice Questions: (05)

- 1 The word 'entrepreneur' is derived from which language?
(A) Latin (B) French
(C) German (D) Italian
- 2 According to Everett Rogers' Technology Adoption Curve, which segment of the population adopts a new technology first, typically even before it is commercially polished or reliably available?
(A) Early Majority (B) Early Adopters
(C) Innovators (D) Laggards
- 3 India's Startup India initiative was formally launched in the year:
(A) 2014 (B) 2015
(C) 2016 (D) 2018

- 4 An open source licence that requires anyone who distributes software incorporating the licensed code to make their own source code available under the same licence terms is exhibiting what characteristic?
- (A) Permissive licensing (B) Dual licensing
(C) Proprietary licensing (D) Copyleft or viral licensing
- 5 According to startup failure research, which is the single most commonly cited primary cause of startup failure?
- (A) Running out of cash (B) Intense competition
(C) No genuine market need for the product (D) Co-founder conflicts
