

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

Course	: BSCIT	Date	: 22/08/2026
Subject Code	: BSCITRAE-405	Time	: 03:00pm to 04:00pm
Subject Name	: ENTREPRENEURIAL	Duration	: 01 Hours
	SKILLS -I	Max. Marks	: 35

Section A

Answer the following (Attempt any two) (20)

1. What is Entrepreneurship? Explain the Nature of Entrepreneurship.
2. What is a Startup? Explain the Meaning and Characteristics.
3. Explain the Algorithmic Bias and Fairness in Ethical Issues in Digital Business Practices.
4. Describe the Bootstrapping and Self-Funding.
5. What is Innovation?
6. Discuss the Subscription Model.

Section B

Answer the following (Attempt any two) (10)

1. What is idea screening? Construct a scoring matrix comparing three IT business ideas of your choice using at least six criteria. Explain what the results reveal.
2. Explain the Content Marketing and Email Marketing.
3. Explain the Platform-Based IT Startups.
4. Discuss the Practical Cash Flow Management Strategies.

Section C

Part – A (Multiple Choice Questions) (5)

- 1 The word 'entrepreneur' is derived from which language?
A Latin B French
C German D Italian
- 2 Which stage of the Technology Lifecycle is generally considered to offer the best balance of opportunity and manageable risk for a new IT entrepreneur entering a market?
A Research and Development B Emerging
C Growth D Decline
- 3 A startup that provides a basic version of its product completely free and earns revenue by converting a portion of free users to a paid premium tier is using which business model?
A Subscription Model B Marketplace Model
C Freemium Model D Advertising Model
- 4 The practice of improving a website's content, structure, and authority so that it ranks higher in Google search results without paying for advertising placement is called:
A Search Engine Marketing B Search Engine Optimisation
C Content Distribution D Pay-Per-Click Advertising
- 5 Which form of intellectual property protection arises automatically at the moment an original creative work is created, without any registration being required?
A Patent B Trademark
C Copyright D Trade Secret