

ISLAMIC UNIVERSITY OF TECHNOLOGY (IUT)  
ORGANISATION OF ISLAMIC COOPERATION (OIC)

DEPARTMENT OF BUSINESS AND TECHNOLOGY MANAGEMENT

Semester Final Examination

Course No. : BTM 4705

Course Title : Entrepreneurship

Winter Semester, A. Y. 2022-2023

Time : 3 hours

Full Marks : 150

Answer all 6 (six) questions. All questions carry equal marks. Marks of each question and corresponding CO and PO are written in the right margin with brackets.

1. a) In identifying alternative strategic routes to commercialization, founders must decide where they land in terms of collaboration versus competition, and execution versus control. In light of the statement give your opinion on the following questions. 12 (CO2)  
(PO3)
  - i. Do Entrepreneurs Need a Strategy?
  - ii. What are the four entrepreneurial strategies? Explain.
- b) What is Venture Capital? What are the different types of Venture Capital? Demonstrate the differences between angel investors and venture capitalists with examples. 13 (CO2)  
(PO3)
2. a) What do you mean by Entrepreneurial intentions? Identify the relationship among entrepreneurial intentions, entrepreneurship education and human capital. 09 (CO1)  
(PO1)
- b) Demonstrate the collective intelligence model of the digital entrepreneurship ecosystem to find opportunities into successful business ventures. 08 (CO2)  
(PO3)
- c) In digital entrepreneurship ecosystem, what are the three major orientations? Give examples of each of them. 08 (CO2)  
(PO3)
3. a) What are the different types of crowdfunding? Give example of several crowdfunding platforms. What are the major challenges and open issues in crowdfunding? Describe. 10 (CO2)  
(PO3)
- b) How start-ups can use crowdfunding platforms in Bangladesh? Explain. 08 (CO2)  
(PO3)
- c) Define business incubation with its importance in growing economy. Identify several business incubation centers in Bangladesh which are creating positive impacts in society. 07 (CO2)  
(PO3)
4. a) Define the concept of social entrepreneurship? What are the influencing factors of social entrepreneurship in Bangladesh? Illustrate those. 10 (CO2)  
(PO3)
- b) If you have the opportunity to be a social entrepreneur, which sector will you choose to serve in Bangladesh? Which factors influences you? Why? 08 (CO3)  
(PO4)
- c) Explain different types of start-ups. Identify several startups from each types. 07 (CO1)  
(PO1)

5. a) Entrepreneurs should conduct a competitive analysis, including user testing of existing solutions, to understand the strengths and shortcomings of rival products. Analyze this statement with examples of Quincy Apparel and Triangulate. 10 (CO3) (PO4)
- b) Most start-ups don't succeed: More than two-thirds of them never deliver a positive return to investors. Do you agree with this? Why do so many start-ups end disappointingly? Analyze. 08 (CO3) (PO4)
- c) A broad set of stakeholders, including employees, strategic partners, and investors, all can play a role in a venture's downfall. Do you agree with this statement? Give your opinion. 07 (CO2) (PO3)
6. a) Barbara Corcoran, founder of The Corcoran Group and Shark on "Shark Tank". She is an American businesswoman, investor, syndicated columnist, and television personality, who hired a photographer to take photos of our 73 real-estate listings and put them on videotape. Each listing ended with the salesperson's photo and phone number. And she hired a professional makeup artist to make their salespeople look impeccable. She couldn't wait to introduce my new idea at the company-wide sales meeting. Standing at the lit podium, she bragged to her 200 salespeople: "Our videos will give Corcoran Group customers all the information that they could want in one convenient place, for only \$20. We're calling it "Homes on Tape," or "HOT!" The entire sales team burst into spontaneous applause—this was the best idea yet!

Fast forward to December 1993: she stood in the wet basement of the West Side office, staring at her \$71,000 investment. Under the dull yellow light, stacked eight feet high against the back wall, were 32 piles of video tapes. Her "HOT" idea was dead on arrival for two reasons:

First, the salespeople wouldn't distribute the videos; they didn't want to show customers another salesperson's face or phone number. Second, the videos contained so many images that each shot appeared faster than even the New York eye could comprehend.

All she could think about was how stupid she would look at the next big sales meeting. But one night, her husband told her about this crazy new technology he'd used during war games with the U.S. Navy in South Korea. It was called "the internet," and it could connect people and information across the world.

A lightbulb went off in her head: maybe she could recoup some losses and find a way to take advantage of an emerging technology. She registered the "domain name," and hired the photographer to transfer the videotape images to the web. She announced phase two of "Homes on Tape" in January 1994: "The Corcoran Group would be one of the first U.S. companies to take its listings into cyberspace!" Within a month, four new customers found properties on the internet, and her belly flop began a heroic leap into the future.

**Answer the following questions:**

- i. What are the experiences and cost of failures an entrepreneur usually faces when a venture about to fail?
- ii. Identify the impacts and transition from failure of an entrepreneur.
- iii. What might be the positive outcomes of failure an entrepreneur may involve him/herself through managing crisis? Discuss.