Roll No:
Date: __/__/____

St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION - MAY 2026

BBA - IV SEMESTER

BM 4225: DIGITAL ENTREPRENEURSHIP

25

TIME: 3 hours. **MAX. MARKS: 80**

This paper contains TWO printed pages and FOUR parts

Instructions:

1. **Verify and ensure that the question paper is completely printed.**
2. **Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.**
3. **Students must check the course title and course code before answering the questions.**

PART-A

Answer ALL questions. Each answer carries ONE mark. **[10x1=10]**

1. Digital entrepreneurs mainly promote:
   a) Manual operations b) Traditional commerce
   c) Innovation d) Administrative work

2. Digital entrepreneurship contributes to:
   a) Employment generation b) Environmental pollution
   c) Import expansion d) Tax increase

3. B2C refers to:
   a) Consumer to Consumer b) Business to Consumer
   c) Business to Business d) Software as a Service

4. C2C model involves:
   a) Corporate transactions b) Government exchange
   c) Industrial trade d) Consumer transactions

5. Growth hacking emphasizes:
   a) Rapid growth b) Market dominance
   c) Cost reduction d) Slow expansion

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6. Referral marketing encourages:
   a) Price discounts b) Advertising campaigns
   c) User referrals d) Promotional samples

7. A trademark protects:
   a) Creative work b) Brand Identity
   c) Technical invention d) Geographical origin

8. Geographical Indication (GI) protects:
   a) Regional products
   b) Software systems
   c) Brand promotions
   d) Industrial equipment

9. Startup India primarily promotes:
   a) Tourism development
   b) Agricultural growth
   c) Import expansion
   d) Entrepreneurial innovation

10. FinTech refers to:
   a) Health technology
   b) Financial technology
   c) Agricultural technology
   d) Food technology

PART-B

Answer any THREE questions. Each answer carries EIGHT marks. **[3x8=24]**

11. Explain the principles of a sound Digital Business Model.
12. Describe the different types of Digital Business Models.
13. Elaborate the stages of Marketing Funnel Design.
14. Intellectual Property Rights are crucial for Digital Business. Review.
15. Discuss the booming sectors in Digital Startups in India in detail.

PART-C

Answer any THREE questions. Each answer carries TWELVE marks. **[3x12=36]**

16. Evaluate the objectives of Digital Entrepreneurship with suitable examples?
17. Examine the components of Value Proposition Design.
18. Assess the various trends and key channels in Digital Marketing
19. Analyze the stages involved in the Startup Development Lifecycle?
20. Explain the future of Digital Entrepreneurship in India.

PART-D

Answer the following case study. The answer carries TEN marks. **[1x10=10]**

21. The Government of India has adopted geo-tagging technology to improve transparency and monitoring of development projects. Geo-tagging attaches location coordinates to digital images and assets, enabling authorities to verify the exact location and progress of public works. It has been widely used in programs like Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) and infrastructure planning initiatives such as PM Gati Shakti National Master Plan. This technology supports better governance and accountability, contributing to the national goal of Viksit Bharat 2047.
    a. Analyze the importance of geo-tagging in improving governance.
    b. Suggest innovative ways it can support India's Vision 2047 goals.

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