

Roll No:

Date: \_\_/\_\_/\_\_

# St. Claret College

Autonomous, Bengaluru

UG END SEMESTER EXAMINATION-NOV 2025

B.COM III SEMESTER

BC3425: DIGITAL ENTREPRENEURSHIP

//

TIME: 3 hours.

MAX. MARKS: 80

This paper contains THREE 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.

[ 1 x 10 = 10 ]

1. Which of the following represents the major shift from traditional to digital business?
  - a) Emphasis on physical infrastructure
  - b) Increased manual processes
  - c) Use of online platforms and automation
  - d) Reduced global reach
2. Which of the following is typically the first step in digital business planning?
  - a) Launching the product
  - b) Identifying the target market and opportunity
  - c) Hiring employees
  - d) Filing taxes
3. Which type of digital business model offers basic features for free and charges for premium upgrades?
  - a) B2B
  - b) Subscription
  - c) Freemium
  - d) Freemium
4. Walmart and Nike's shift to digital platforms is an example of:
  - a) Lean Manufacturing
  - b) Digital transformation of Brick-and-Mortar businesses
  - c) Offline expansion strategy
  - d) Traditional franchising



5. Which digital marketing tool involves paid advertising to increase a website's visibility in search results?
- a) SEO
  - b) SEM
  - c) Content Marketing
  - d) Automation
6. What does Growth Hacking focus on in digital marketing?
- a) Traditional advertising only
  - b) Rapid, low-cost, and innovative strategies to grow users and revenue
  - c) Hiring a large sales team
  - d) Ignoring marketing metrics
7. Which of the following is an example of Bootstrapping as a funding source?
- a) Raising money from venture capital firms
  - b) Borrowing from angel investors
  - c) Collecting money from the public through online platforms
  - d) Using personal savings or reinvesting business revenue to fund growth
8. Angel Investors are typically:
- a) Government employees providing loans
  - b) Banks that offer business loans
  - c) Individual investors who provide capital to start-ups in exchange for equity.
  - d) Non-profit organizations
9. Blockchain technology is primarily known for:
- a) Enhancing transparency and security through decentralized ledgers
  - b) Centralized data storage
  - c) Replacing the internet
  - d) Promoting manual record-keeping
10. The Gig Economy refers to:
- a) Traditional full-time employment only
  - b) Permanent manufacturing jobs
  - c) Government employment programs
  - d) Short-term, flexible jobs often facilitated by digital platforms

### PART-B

**Answer any THREE questions. Each answer carries EIGHT marks.**

**[ 8 x 3= 24]**

11. What is digital business. Briefly explain the evolution of traditional business to digital business.
12. Explain the various revenue streams for digital business.
13. What is growth hacking? Explain the various features of growth hacking.
14. Write on the various initiatives provided by startup India scheme.
15. What do you mean by blockchain? Write on the benefits of blockchain.

**PART-C**

**Answer any THREE questions. Each answer carries TWELVE marks.**

**[ 12x 3 = 36]**

16. Explain the various factors affecting digital ventures.
17. Briefly explain the various digital business models with real-time examples.
18. What is digital marketing. Discuss the various tools for digital marketing.
19. Write a note on various funding sources available for startups.
20. Discuss the future trends in digital entrepreneurship in India

**PART-D**

**Answer the following question**

**[ 1x 10 =10]**

21. Social Media Marketing — Starbucks' #RedCupContest Campaign

Starbucks is one of the world's leading coffeehouse chains, known for its innovative marketing strategies. Every year, Starbucks launches its iconic red holiday cups during the festive season. In 2014, the brand decided to take its seasonal marketing a step further by launching the #RedCupContest on social media.

The campaign invited customers to post creative photos of their Starbucks red cups on Instagram and Twitter, using the hashtag #RedCupContest. Starbucks offered winners special prizes and the chance to be featured on the brand's official pages.

The contest ran for just eight days, but during that time:

- Over 40,000 user-generated photos were posted using the hashtag.
- Starbucks' Instagram following grew rapidly, with high engagement rates.
- The campaign generated massive buzz and free publicity, as customers became brand advocates, sharing their own festive moments.

This campaign successfully blended user-generated content, brand identity, and holiday emotions, turning customers into co-creators of the Starbucks brand experience.

1. Why was the #RedCupContest campaign successful in engaging customers?
2. How did Starbucks use user-generated content to enhance its brand image?

\*\*\*\*\*