

Entrepreneurship Module

IIHMR New Delhi

Question Paper

Short Answer Questions (5 marks each)

1. What is an elevator pitch? Give an example of an elevator pitch for a real or hypothetical idea.
2. What is bootstrap funding? Give an example of how a bootstrapped entrepreneur can start a business without external funding.
3. What is Zero Moment of Truth? Give an example.
4. What is Angel funding? Angels typically invest at what stage of a startup?
5. Explain any one of these startup finance terms: Exit Strategy, Vesting, Term Sheet, Incubation
6. Which of these two styles of leadership would be better suited for an entrepreneur: Leadership based on Position, or Leadership based on Values? Explain your choice.
7. Rearrange these stages of a startup, from earlier to later: Maturity, Ideation, Scaling, Launch, Prototype
8. Give any one key barrier a young management graduate would face in starting a new business. Give any one strategy to overcome this barrier.
9. Govind created a startup around helping people organise the junk in their homes. He's getting some business but not growing for the last 2 months. Suggest 2 ways he can pivot his business.
10. What is a Problem-Solution Fit? Does an entrepreneur find a Problem-Solution Fit using qualitative methods or quantitative methods?

Long Answer Questions (15 marks each)

1. Create a 9 Box Business Model for a real or hypothetical business idea, using the given template. (Use attached sheet)
2. Who is your favourite entrepreneur? Outline 15 personal qualities of this entrepreneur which you think contributed to his/her success.