



ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

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END SEMESTER EXAMINATION – NOV/DEC 2025

COMMERCE - III SEMESTER BCOM

25BCO36A: DIGITAL ENTREPRENEURSHIP

Time: 3 Hours

Max. Marks: 80

Instruction: *Answer should be written completely in English*

SECTION-A

1. Answer any **SEVEN** questions. Each question carries **TWO** marks. (7X2=14)
- Mention any two functions of digital ventures.
 - List two objectives of digital entrepreneurship.
 - Identify any two categories of digital business models that exist in the market.
 - What do you mean by Minimum Viable Product (MVP)?
 - Define Digital Marketing
 - Analyse the role of ROI (Return on Investment) in evaluating digital marketing campaigns.
 - What does GST stand for?
 - Why might a startup choose crowd funding over Venture capital?
 - Define Artificial Intelligence (AI).
 - What is phishing?

SECTION-B

- Answer any **THREE** questions. Each question carries **EIGHT** marks. (3X8=24)
- Explain how regulatory, technological, and market factors influence the establishment and growth of digital ventures.
 - Analyse how startups use Lean Startup methodology.
 - Assume you are launching a new product online. Describe how you would use SEO, social media, and Email Marketing to promote it.
 - What is contract management? Explain its stages.
 - Explain the applications of IoT in modern entrepreneurial ventures with examples.

SECTION-C

- Answer any **THREE** questions. Each question carries **FOURTEEN** marks. (3X14=42)
- Create a step-by-step digital business plan for a new e-commerce startup, detailing planning, model selection, and platform strategies.
 - Compare and contrast SaaS and Subscription business models with examples; assess their revenue streams and customer value metrics.
 - Discuss how influencer marketing helps in brand growth.
 - What is business plan? Explain its components.
 - Discuss in detail the concept of gig economy and its advantages and challenges in India.

