



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April/May 2019)

School: School of Management

Program: BBA (EI and SM)

Course: Spirit of Entrepreneurship

Course Code: GID136

Semester: II

Max Marks: 100

Duration (mins): 180 min

Answer all 5 Questions. All Questions carry equal marks.

1. Discuss any two of your best business ideas and explain why you consider them as best.
2. Explain the concept of Decision Matrix Analysis with the help of suitable examples.
3. Explain the concept of Paired Comparison Analysis with the help of suitable examples.
4. Identify and explain any one problem that people around you are facing and discuss solutions to solve that problem.
5. Explain in brief: (a) Segmentation and Targeting (b) Niche Marketing

*******ALL THE BEST*******