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END SEMESTER EXAMINATION – APRIL/MAY 2026

BUSINESS ADMINISTRATION – IV SEMESTER BBA

25BBA44A: 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)**

a) Explain any one principle of a sound digital business model.
b) Differentiate between traditional and digital entrepreneurship.
c) What is meant by B2B business model?
d) Explain the term platform-based business model?
e) What is growth hacking in digital marketing?
f) State any two advantages of email marketing.
g) Who are angel investors?
h) Identify any two legal compliances applicable to digital ventures.
i) How does AI support digital entrepreneurs?
j) Identify any two GIG economy platform?

SECTION - B

Answer any **THREE** questions. Each question carries **EIGHT** marks. **(3X8=24)**

2. Define Digital Entrepreneurship and explain its objectives.
3. Analyse the working of platform-based business models with reference to Amazon, Uber, or Swiggy.
4. Differentiate between performance marketing and organic marketing with suitable examples.
5. Discuss the importance of term sheets, cap tables, and ESOPs in startup funding and ownership structure.
6. Explain the role of AI, Blockchain and IOT in transforming digital entrepreneurship.

SECTION – C

Answer any **THREE** questions. Each question carries **FOURTEEN** marks. **(3X14=42)**

7. Illustrate the role of technology and innovation in shaping digital entrepreneurship.
8. Examine the platform-based business model and analyse how network effects and digital ecosystems create competitive advantage.
9. Design a digital marketing funnel for an e-commerce product, including customer persona and targeting strategy.

10. Analyse various funding options and evaluate their suitability at different stages of a digital venture.
11. Analyse emerging technologies such as AI, Blockchain, and IoT and evaluate their impact on the future of digital entrepreneurship.