Enrolment No. _____

AHMEDABAD UNIVERSITY
AMRUT MODI SCHOOL OF MANAGEMENT
UNDERGRADUATE PROGRAMMES
2025-2026 WINTER SEMESTER
MID SEMESTER EXAMINATION
FBE101 INTRODUCTION TO ENTREPRENEURSHIP

Date: 21-02-2026
Time: 08.00 - 10.00 am

Total Marks: 30
No. of printed pages: 02

General Instructions:

1. Students must carry their identity card during the examination.
2. No break is allowed during the examination under any circumstances. In case of an emergency, with prior permission of the invigilator and an escort, a break of maximum five minutes is allowed.
3. No unauthorized devices, such as mobile phones, any kind of watches, other gadgets, or any kind of material is allowed on person.
4. Any violation of examination rules and an intent of malpractice will lead to strict disciplinary action, including a possible expulsion from the university.

Course Specific Instructions:

Figures on right indicate marks.

Question 1 is compulsory. Answer any two from the remaining three questions.

You may use any material, online or offline, to refer to - however do not copy-paste any material directly. If you are borrowing theories or ideas make appropriate citations. Any type of copying will be dealt with severe penalty.

For all your answers make appropriate assumptions based on rationale derived from observations about competitors, consumers, business environment and government policies. For each answer you may make your list of assumptions separately or you may provide assumptions about the case at the start and then base all your answers accordingly.

Q1	Write down your Elevator speeches as Mr. Bonish Jain that you will start your conversation with when you go to pitch your ideas to prospective cosmetic business wholesalers and retailers, potential investors, new shopkeepers and hiring agencies in India. Also prepare Business Model Canvas and describe how you will incorporate nine building blocks in a generic pitch for all these stakeholders.	10
Q2	Assume you are PAC Cosmetics founder Mr. Bonish Jain. How will you prototype for your products? Explain your unmet need analysis, opportunity assessment plan, first-mover advantage, risk associated with newness and creativity in the cosmetics business, and the opportunities you may have for entering a new market in Asia.	10
Q3	Will you be ready to invest in PAC Cosmetics? Why yes or no? If you will be ready to invest how much will you invest. Elaborate this with sufficient financial projections and risk return analysis. Use appropriate ratios to defend your choice. If you are not likely to invest, detail out the various financial risks and other limitations in terms of market and otherwise, you see for PAC Cosmetics in India. Who are its major competitors?	10
Q4	Prepare PowerPoint presentations for Mr. Bonish Jain that he will use to present to prospective cosmetic business wholesalers and retailers, potential investors, new shopkeepers, and hiring agencies in India. Prepare the head points and bullet points that will go in each slide. Also state how/which points will differ on slides based on the audience. You may have a narration about points in the slide at the end of each slide to give clarity about content and numbers.	10