

Daffodil International University
Department of Business Administration
Final Exam, Summer 2025
Course Title: Entrepreneurship
Course Code: 0413-311

Semester: Summer 2025
Time: 2 hours
Section: 65 (A-G)

Examination: Final Exam
Full Marks: 40
Teachers' Initials: MMS, NAS, Samir

[Answer all the following questions. Each question carries equal marks →

5*8=40 marks]

1] **Design** a comprehensive action plan that outlines the steps you would take to test to develop a new product from idea while ensuring its legal protection, incorporating both intellectual property measures and strategic market entry. [CLO2, Level 6]

2] You wish to start a jewelry shop near DIU to cater to students, faculty, and nearby residents. **Outline** your ideal customer for the business by indicating the ideal customer profile/persona, including demographic, psychographic, and behavioral characteristics. [CLO1, Level 2]

3] **Explain** the key considerations when choosing a legal form of organization for a new business. [CLO1, Level 2]

4] Discuss the meaning of venture capital and **develop** the sequence of its financing stages. Provide an example/visual how it supports your decision. [CLO2, Level 6]

5] Below are 8 business scenarios. Each reflects one of the nine pricing strategies from the three pricing position categories. **Choose** and write the exact pricing strategy that best matches each scenario. - 20%

- a) A new local food delivery app launches in Dhaka offering free delivery and 50% discounts on first 10 orders to quickly attract customers away from existing apps like Pathao Food or Foodpanda.
- b) A luxury watch brand releases a limited-edition line priced 3x higher than their regular models. The scarcity, premium materials, and designer signature make it a high-status item for collectors.
- c) A tech startup launches a smart wearable health device with advanced sensors at a very high price, targeting early adopters before gradually lowering the price as competitors enter the market.
- d) All fuel stations in a region set the same price of petrol at BDT 130/litre to remain competitive, even though operational costs vary slightly from station to station.

Financing
Structure P.

- e) *An established smartphone brand repositions itself with aggressive pricing and bundles free earbuds, extended warranties, and data packs that major new brands struggle to match.*
- f) *A pharmaceutical company raises the price of a critical cold-season medicine during a severe flu outbreak when supply is limited and demand is at its peak.*
- g) *An online magazine offers digital subscriptions at BDT 99 for the first 3 months. Once subscribers are hooked, the price jumps to BDT 399/month for premium archived content and exclusive interviews.*
- h) *An event organizer prices seminar tickets just high enough to cover the venue, refreshments, and speaker fees, aiming to break even while promoting future events.*

[CLO 3, Level 3]

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