

Daffodil International University
Mid-Term Examination, Fall-2025
Department of Business Administration
Faculty of Business & Entrepreneurship
Course Title: Entrepreneurship
Course Code: 0413-311.

Time: 1 hour 30 minutes
Section: All

Full Marks: 25
Teachers Initial: DNA

1. Conceptualize the entrepreneurship and list any four characteristics of an entrepreneur considering Elon Musk's entrepreneurial efficiency as a founder of ventures like Tesla and SpaceX. 1+4=5
(CLO-1, Level 2)
2. Define entrepreneurial opportunity. 'Pathao' started a local ride-sharing and delivery service to address the growing demand for fast and affordable urban transportation in Bangladesh. **Describe how** the founders of Pathao might have identified and recognized the entrepreneurial opportunity through the different stages of the opportunity recognition process. 1+4=5
(CLO 1, Level 2)
3. State the key factors involved in assessing entrepreneurial opportunities to start a new business venture. **Identify and apply** at least three techniques used for generating novel business ideas suitable for the Bangladeshi market. 2+3=5
(CLO 2, Level 3)
4. Suppose an entrepreneur plans to start a new eco-friendly RMG factory in Saver, Bangladesh, targeting sustainable fashion exports. With the concept of feasibility analysis, **apply** the four pillars of feasibility analysis whether a new venture is viable in the Bangladeshi RMG sector. 1+4=5
(CLO 2, Level 3)
5. Imagine you are planning to launch a techno-based education startup in Bangladesh to offer affordable online learning to rural students. Based on the concept of business plan and your vision for the entrepreneurship, **apply** a business plan following the key step-by-step planning process statement. 1+4=5
(CLO 2, Level 3)

