Daffodil International University
Faculty of Science and Information Technology
Department of Information Technology & Management
Final Examination, Summer 2026

Course Code: ITM 206; Course Title: Entrepreneurship in IT

Sections & Teachers: A (AR)

Time: 2:00 Hours **Marks: 40**

Answer ALL Questions

[The figures in the right margin indicate the full marks. All portions of each question must be answered sequentially.]

1. *TaskManager is a new cloud-based project management platform designed for freelancers, small businesses, and student project teams. It combines task assignment, deadline tracking, file sharing, progress monitoring, and team communication in one dashboard. The business will be owned by four active founders who want flexible management while keeping their personal assets separate from business debts and liabilities. Each founder will contribute money and participate in business decisions, with profits shared according to their agreement. The founders have strong programming and design skills but limited knowledge of business management, customer service, and financial planning. They plan to hire a part-time business consultant. Although they believe market demand is strong, they have not yet interviewed enough customers or tested the product. They plan to develop an MVP before launch.*

a)	**Identify** two IT-based project management startups, briefly stating their core business ideas. Also, **discuss** how the IT has transformed the entrepreneurial process.	[Marks-5]	CLO-3 Level-2
b)	**Select** the most suitable form of business ownership for TaskManager by stating your choice. **Distinguish** between partnership and corporation based on their key features, with one real-life example of each.	[Marks-5]	CLO-3 Level-2
c)	**Demonstrate** how the TaskManager team can apply gumshoe research by suggesting specific methods for collecting useful market information.	[Marks-5]	CLO-3 Level-3
d)	**Assess** the organizational feasibility of TaskManager by examining components. **Identify** the important financial and non-financial resources required for the startup.	[Marks-5]	CLO-3 Level-5

2. ***a)***	**Examine** TaskManager using the four major feasibility criteria. Based on your analysis, **recommend** whether the entrepreneurs should proceed with or abandon the idea, and support your recommendation with logical arguments.	[Marks-5]	CLO-4 Level-4

b) **Formulate** a product/service development and startup funding strategy for TaskManager. [Marks-5] CLO-4 Level-6

3. a) ***ParentPulse*** *is a paid digital well-being and parenting app created by few ITM graduates who believe modern parents need a little help surviving the "screen-time war". The app provides personalized screen-time plans, child activity suggestions, family routines, mood check-ins, and AI-generated parenting tips. Parents pay a monthly subscription for premium features. The founders see growing demand among busy digital-age parents, but their assumptions are mainly based on social-media trends and conversations with friends. They have strong technical skills but limited experience in parenting content, digital marketing, and customer research.* [Marks-10] CLO-4 Level-3

Construct a pitch deck for **ParentPulse** covering the following 5 criteria:

- Problem Statement & Opportunity
- Solution & Services
- Target Market & Customer Segments
- Revenue Model & Financial Projection
- Competitive Advantage & Branding