

2/21

1305E601

Candidate's Seat No: _____

IMBA CSM Sem.8 Examination
CSM_MBA_409
Enterpreneurial Cybersecurity

Time : 2.30 Hours]

May-2025

[Max. Marks : 70

Question 1 Answer the following questions:

- i. How do emerging cybersecurity challenges create new business opportunities in the digital economy? 7Marks
- ii. What factors should an aspiring entrepreneur consider when building a vision for a cybersecurity startup? 7Marks

OR

- i. Illustrate the role of encryption and authentication technologies in securing digital assets. 7Marks
- ii. How do cloud computing and IoT expand the cybersecurity risk landscape for startups? 7Marks

Question 2 Answer the following questions:

- i. Analyze the impact of cybersecurity solutions in high-risk sectors such as finance and healthcare. 7Marks
- ii. With examples, discuss how successful cybersecurity startups have leveraged innovation to disrupt the market. 7Marks

OR

- i. How can a cybersecurity entrepreneur identify and validate real-world customer pain points? 7Marks
- ii. Compare different sources of funding for cybersecurity startups and highlight the benefits and risks associated with each. 7Marks

Question 3 Answer the following questions:

- i. What cybersecurity tools are essential for ensuring secure communication and operations in a new startup? 7Marks
- ii. Discuss the importance of business continuity and disaster recovery planning for early-stage cybersecurity ventures. 7Marks

OR

- i. How can a cybersecurity startup build and maintain customer trust in its services? 7Marks
- ii. Describe the strategic approaches involved in expanding a cybersecurity business into international markets. 7Marks

Questions 4 Answer the following questions:

- i. What role does competitor analysis play in designing a viable cybersecurity business model? 7Marks
- ii. Describe the structure of an effective investor pitch for a cybersecurity-based business proposal. 7Marks

OR

- i. Explain how a founder's understanding of both technical and business domains contributes to the success of a cybersecurity venture. 7Marks
- ii. What are the common mistakes entrepreneurs make when launching cybersecurity startups, and how can they be avoided? 7Marks

Questions 5: Attempt any Seven out of Twelve.

14 Marks

1. A _____ in cybersecurity refers to a weakness in a system that can be exploited by a threat to cause harm or unauthorized access.
2. The term _____ refers to the likelihood that a given threat will exploit a specific vulnerability, resulting in harm.
3. An _____ mindset in cybersecurity involves identifying gaps in the market and creating innovative solutions to address them.
4. One of the benefits of implementing ISO/IEC 27001 is improved _____, which helps organizations meet legal and regulatory requirements.
5. The _____ section of a business plan provides a brief overview of the company, its mission, and core objectives.
6. A company that offers services like penetration testing and compliance consulting follows a _____-based business model.
7. A _____ statement clearly defines the problem your cybersecurity product or service is designed to solve.
8. In a compelling investor pitch, it is important to start with a strong _____ to immediately capture the investor's interest.
9. _____ is the ability of an entrepreneur to quickly adjust strategies in response to market changes and feedback.
- 10 A _____ analysis helps entrepreneurs understand their competitors' strengths, weaknesses, and market share.
- 11 The _____ plan outlines the daily activities, technology infrastructure, and team structure necessary to run a cybersecurity business.
- 12 A _____ model in cybersecurity focuses on generating revenue through one-time product sales, licensing, or subscriptions.

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