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**Daffodil International University**
**Faculty of Science and Information Technology**
**Department of Information Technology & Management**

**Course Code: ITM206; CourseTitle: EntrepreneurshipinIT**
**Mid-Term Examination, Summer 2026**

**Sections & Teachers: A (AR)**

**Time: 1:30 Hours** **Marks: 25**

Answer ALL Questions

*[The figures in the right margin indicatethe fullmarks. All portions of each question must be answered sequentially.]*

**1.** *In recent years, mentalhealth challengesamong university students have increased significantly due to academic pressure, social media addiction, sleep disruption, and job uncertainty. To address this issue, the ITM 10th batch of DIU launches a startup initiative called "MindCare AI", an AI-powered mental health companion app that provides emotional support, stress tracking, mood analysis, and basic conversational counseling using AI chatbots. Initially, the app gains rapid popularity among students due to free accessibility and novelty. However, over time, users begin to show dependency on the system, while concerns arise about data privacy, lack of professional psychological validation, and long-term sustainability of the service without strong funding or expert integration. Mr. X, a faculty from the ITM, closely analyzes this initiative and identifies both opportunities and limitations in the system.*

a. **Identify** the key business problem presented in the scenario. **Explain** why it can be considered an entrepreneurial opportunity. Also, **list** the key traits of an entrepreneur that Mr. X demonstrates in this situation. **[Marks-20] [4*5=20]** **CLO-1,2 Level-5**

b. **Propose** a possible IT-based business solution to address the problem, then **suggest** a suitable business model (platform-based, service-based or subscription etc.) and **explain** why it is appropriate.

c. **Apply** the basic steps of the entrepreneurial process (idea generation, feasibility analysis, business planning, and implementation) in the context of this scenario, then **identify** possible challenges an entrepreneur may face.

d. **Critique** the "MindCare AI" startup plan and **evaluate** whether the plan is practically viable, ethically responsible, and sustainable in the long run.

**2.** **Develop** a comprehensive IT business plan for a proposed start-up, including all key sections - Executive Summary, Product/Service Plan, Marketing Plan and Financial Plan. **[Marks-5]** **CLO-2 Level-3**