

Total No. of Questions : 5]

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SEAT No. :

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[5860]-207

M.B.A.

**209 - GE UL 09 : STARTUP AND NEW VENTURE
MANAGEMENT**

(2019 Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *All questions carry internal options.*

Q1) Answer any five of the following.

[10]

- a) Define an entrepreneur.
- b) What is entrepreneurial motivation?
- c) Define resilience.
- d) Define bootstrapping.
- e) What is venture capital?
- f) What is an exist strategy?
- g) What is crowd funding?
- h) What are financial statements?

Q2) Answer any two of the following.

[10]

- a) Explain the concept of private equity.
- b) Explain the concept of mind maps.
- c) Enumerate the various forms of business organisations.

Q3) a) Explain the concept of a clean start-up in detail.

[10]

OR

- b) What is an entrepreneurial ecosystem? Explain the components of an entrepreneurial eco-system?

[10]

P.T.O.

Q4) a) Discuss the process of opportunity search and identification with examples. [10]

OR

b) What is go to market strategy? Devise a go to market strategy for startup planning to enter organic vegetables. [10]

Q5) a) Critically evaluate the role of government in entrepreneurship development. [10]

OR

b) Design a business plan for an organisation planning to launch electric two wheelers in the market. [10]
