

MAR-APR 2023

Total No. of Questions : 5]

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SEAT No. :

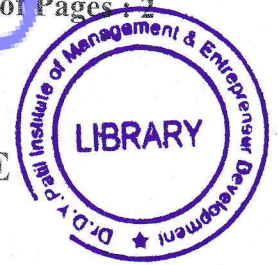
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F.Y.M.B.A.

209 - GEUL - 09 : STARTUP AND NEW VENTURE  
MANAGEMENT

(2019 Pattern) (Semster - 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 startup.
- b) What is the difference between Market Intelligence & Market Research?
- c) What is product launch goal?
- d) Long form of PMKVY is \_\_\_\_\_.
- e) Define entrepreneurial leadership.
- f) What is business plan?
- g) Write the major sources of funding for startup.
- h) What is sole proprietorship?

Q2) Answer any two of the following.

[10]

- a) Write a detail note of product launch goal.
- b) Explain the four components of financial statement.
- c) What is lean startup?

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Q3) What is entrepreneurial ecosystem? What are the components of entrepreneurial ecosystem? [10]

OR

Critically examine the role of Government in entrepreneurship development.

Q4) What is opportunity identification? Discuss its process with examples. [10]

OR

What is GTM strategy? Why are the GTM strategies important?

Q5) Draft a business plan for a company manufacturing solar water heaters. [10]

OR

Elaborate the role of Marketing Intelligence in globalization.

