

Total No. of Questions : 5]

SEAT No. :

P-7931

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M.B.A.

**209-GE-UL-09 • START UP 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 entrepreneur.
- b) What is business model?
- c) What is customer validation?
- d) What is Minimal viable product?
- e) Define entrepreneurial ecosystem.
- f) What is mind mapping tool?
- g) Name any two crowd funding agencies.
- h) Write any 2 differences between Manager & Leader.

Q2) Answer any two of the following :

[10]

- a) Explain the different types of social media promotion tools.
- b) What are the criteria for hiring first employee?
- c) What is the role of selling in startup?

Q3) a) Explain the different types of business models with examples. **[10]**

OR

- b) How government helps startups? Explain with examples.

P.T.O.

Q4) a) Explain the process of venture capital funding. **[10]**

OR

b) Explain in detail the four components of financial statements.

Q5) a) Design a go to market strategy for startup planning to enter into e-vehicle manufacturing company. **[10]**

OR

b) Draft a business plan for cosmetic company.

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