

Total No. of Questions : 5]

SEAT No. :

PB-2114

[Total No. of Pages : 2

[62011]-2007

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) What is an Entrepreneur?
- b) What is Start-up?
- c) Define MVP.
- d) Write the four components of financial statements.
- e) Write different types of social media promotion tools.
- f) Explain the concept of bootstrapping.
- g) What is mind mapping tool?
- h) Write any 2 types of business models.

Q2) Answer any two of the following:

[10]

- a) Explain the concept of Longtail Marketing.
- b) Enumerate the various forms of business organisations.
- c) Explain the concept of crowd funding with example.

Q3) a) Explain the role of MSDE in detail.

[10]

OR

- b) Explain in detail the role of a successful board.

P.T.O.

Q4) a) Explain the process of customer validation. **[10]**

OR

b) Define Venture capital. What are the stages of financing in venture capital?

Q5) a) Uber wants to leverage its driver network and food delivery platform to enter the grocery delivery market. How would you help uber enter this market? Suggest GTM strategy for Uber. **[10]**

OR

b) Design a business plan for any service organisation.

