

Total No. of Questions : 5]

PD2754

[6430]-207

M.B.A. - I

**209-GE-UL-09 : STARTUP & NEW VENTURE MANAGEMENT**  
**(2019 Pattern) (Semester - II)**

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) All questions are compulsory.
- 2) Each question has an internal option.
- 3) Each question carries 10 marks.

**Q1)** Solve any five question. (2 marks each)

[10]

- a) Define business plan.
- b) Name any two crowd funding agencies.
- c) Write any four types of business models.
- d) What is CGTMSE.
- e) Write the longform of SANKALP scheme of MSDE.
- f) What is mind mapping tool?
- g) Explain the concept of long tail marketing.
- h) What role does social media play in promoting a startup?

**Q2)** Solve any two out of the three questions. (5 marks each)

[10]

- a) Discuss the key elements of entrepreneurial ecosystem.
- b) What are the steps involved in creating Go-To-Market (GTM) strategy?
- c) Explain the various sources of funding available for startups.

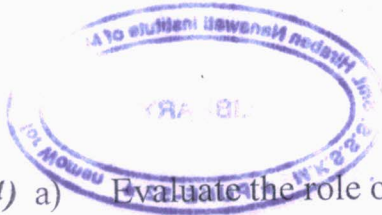
**Q3)** a) Identify the opportunities & threats in the Environment for startup. [10]

OR

b) What are the objective of market analysis?

[10]

P.T.O.



Q4) a) Evaluate the role of social media platforms in scaling up a startup. [10]

OR

b) Design an innovative business plan for the startup in IT sector. [10]

Q5) a) Elaborate the role of government in enhancing the startups. [10]

OR

b) Discuss the steps involved in venture capital at length. [10]





Total No. of Questions : 5]

P-7931

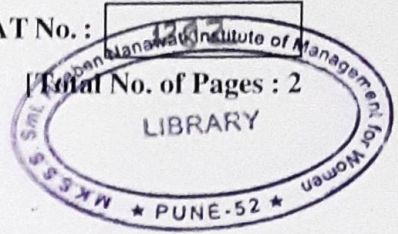
[6118]-27

M.B.A.

**209-GE-UL-09 : START UP AND NEW VENTURE  
MANAGEMENT**

**(2019 Pattern) (Semester - II)**

SEAT No. : 1232



Total No. of Pages : 2

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★ PUNE-52 ★

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.**

**□□□**

Total No. of Questions : 5]

**P3750**

[6025]-27

**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?

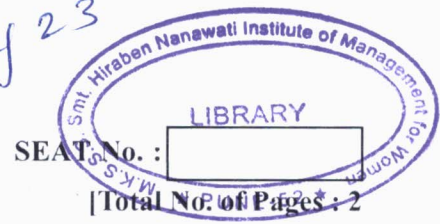
**Q2)** Answer any two of the following.

**[10]**

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

**P.T.O.**

July 23





**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 it's process with examples. **[10]**

OR

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

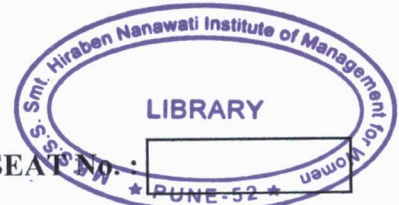
**Q5)** Draft a business plan for a company manufacturing solar water heaters. **[10]**

OR

Elaborate the role of Marketing Intelligence in globalization.



2 Mar 23



Total No. Of Questions : 5]

PA-4171

SEAT NO. :

[Total No. Of Pages : 2

[5946]-207

F.Y. M.B.A

**209 : 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 entrepreneurship
- b) Explain bootstrap.
- c) What are the causes of failure of a product in the market?
- d) What is lean - startup.
- e) What are the social media promotion tools?
- f) What makes sustainable start-up's successful.
- g) Explain long tail markets.
- h) List the government schemes for entrepreneurial development.

**Q2) Answer any Two of the following :**

[10]

- a) Explain venture capital.
- b) Explain the concept of private equity.
- c) Explain crowd funding.

P.T.O.

**Q3) Answer any One of the following :**

**[10]**

- a) Explain in detail various schemes provided by ministry for skill development and entrepreneurship (MSDE).

**OR**

- b) Discuss the process of opportunity search and identification with example.

**Q4) Answer any One of the following :**

**[10]**

- a) Critically evaluate the role of government in entrepreneurship development.

**OR**

- b) How entrepreneurial ecosystem help the entrepreneurs to sustain in their business explain with example.

**Q5) Answer any One of the following :**

**[10]**

- a) Describe the four components in the financial statement. How this helps in developing a financial road map of the company.

**OR**

- b) Design a specimen of business plan for an organization planning to launch electric cars in the market.





Total No. of Questions : 5]

**P6872**

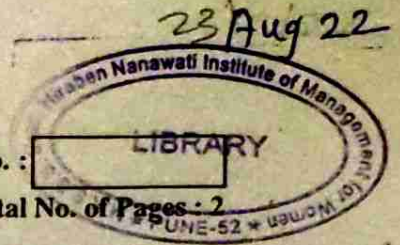
**[5860]-207**

**M.B.A.**

**209 - GE UL 09 : STARTUP AND NEW VENTURE  
MANAGEMENT  
(2019 Pattern) (Semester - II)**

SEAT No. :

[Total No. of Pages : 2]



*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]

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