

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.

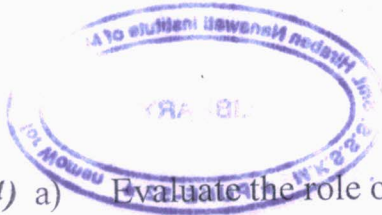
**Q3)** a) Identify the opportunities & threats in the Environment for startup. [10]

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]

