

Total No. of Questions : 5]

PC-3033



SEAT No. :

[Total No. of Pages : 2

M.B.A.

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

(2019 Revised Pattern) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*

Q1) Answer the following questions in short (Any 5):

[10]

- a) Write the meaning of learn start-up.
- b) Describe sustainability of entrepreneurship.
- c) State the meaning of value proposition.
- d) Recall the meaning of long tail markets.
- e) Express the meaning of boot strapping.
- f) Memorize the meaning of pitch of a presentation.
- g) Identify various organisational forms.
- h) Outline the meaning of business health and liabilities.

Q2) Attempt any Two :

[10]

- a) Explain the entrepreneurial ecosystem and highlight the significant contributions of each element with in the system to foster and sustain entrepreneurship.

OR

- b) Predict the valuable sources for identifying entrepreneurial opportunities.

OR

- c) Recognize the factors contributing to entrepreneurial failures .

P.T.O.



Q3) Attempt any One :

[10]

- a) Discover a suitable road map to run an entrepreneurship from start to finish.

OR

- b) Create a content of a compelling presentation to potential investors showcasing a promising start up venture opportunity.

Q4) Attempt any One :

[10]

- a) Outline the entrepreneur's role as a leader in forming organisational structure, forming founder team, engaging with service providers and managing legal affairs.

OR

- b) Break down the functions of an entrepreneur in employee selection, hiring and carrying the role of leadership in the workforce management.

Q5) Attempt any One :

[10]

- a) Compose suitable marketing and sales strategies that can be adopted for solar powered mobile phone charger.

OR

- b) Write the role of ministry of skill development and entrepreneurship's (MSDE) schemes STAR and SANKALP.



Total No. of Questions : 5]

SEAT No. :

PB-2071

[6201]-217

M.B.A.

MANAGEMENT

209 - GE - UL - 09 : Start Up and New Venture Management
(Revised 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.

Q1) Answer any five of the following.

[10]

- a) State the qualities of Entrepreneur.
- b) Define customer validation means
- c) What is cliff vesting & market Research.
- d) What is Mind Mapping tools.
- e) Define any two crowd funding Agencies.
- f) What is venture capital
- g) Define Boot strapping.
- h) What is Resilience.

Q2) Answer any two of the following.

[10]

- a) Describe the essential parts of entrepreneur ecosystem.
- b) Demonstrate the process of entrepreneurial opportunity identification.
- c) Illustrate the PMEGP scheme for entrepreneurship.

Q3) a) Describe how a founder team of a start up venture built and managed.

[10]

OR

- b) Explain how government helps start-ups, illustrate with examples.

P.T.O

Q4) a) Discuss how is value proposition and product development process is carried out in business start-up venture. [10]

OR

b) What is go-to-market strategy start it's importance.

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

OR

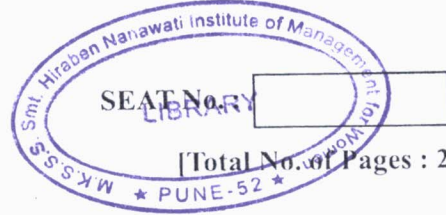
b) Describe various exit strategies in an entrepreneurship.



July 23

Total No. of Questions : 5]

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[6025]-217

M.B.A.

**209-GE UL09 : START UP AND NEW VENTURE
MANAGEMENT**

(Patt.2019 Revised) (Semester - II)

Time : 2 Hours]

[Max. Marks : 50

Instructions to the candidates :

- 1) All questions are compulsory.*
- 2) All questions carry equal marks.*

Q1) Answer any five of the following.

[10]

- a) State the qualities of an entrepreneur.
- b) Indicate the market intelligence activities that can be carried out in start-up venture.
- c) Identify the meaning "Pitch" considered in presentation prepared for investor.
- d) Outline the role of successful board in entrepreneurship.
- e) Name the most important functions of an entrepreneur.
- f) Recognize the importance of small business in Indian Economy.
- g) Show the reasons for start-up failure.
- h) State the characteristics of an entrepreneur.

Q2) Attempt any two.

[10]

- a) Describe the essential parts of entrepreneurial ecosystem.

OR

- b) Demon state the process of entrepreneurial opportunity identification.

OR

- c) Illustrate the PMEGP scheme for entrepreneurship.

P.T.O.

Q3) Attempt any one.

[10]

- a) Evaluate how is founder team built and managed.
- b) Asses the points to be considered in sales and marketing strategies financial facts and risk analysis while making a business plan.

Q4) Attempt any one.

[10]

- a) Discuss how is value proposition and product development process carried out while developing a business model.

OR

- b) Summarize PMEGP scheme provided by the government for start-ups.

Q5) Attempt any one.

[10]

- a) Discuss the success story of any entrepreneur you feel suitable. State the factors that made him successful entrepreneur.

OR

- b) Break down a role of the government in entrepreneurship development.

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