20 July 2023
Revised

Total No. of Questions : 5]

SEAT No. :

P-3826

[Total No. of Pages : 2

[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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July 2023

Total No. of Questions : 5]

SEAT No. :

P3750

[Total No. of Pages : 2

[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 propriotorship?

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.

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 Inteligence in globalization.

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March 2023

Total No. Of Questions : 5]

SEAT No. :

PA-4171

[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 <u>One</u> 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 <u>One</u> 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 <u>One</u> 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.

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Aug 2022

Total No. of Questions : 5]

SEAT No. :

P6872

[Total No. of Pages : 2

[5860]-207

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) 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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21/05/2024

Total No. of Questions : 5]

SEAT No. :

PB-2071

[Total No. of Pages : 2

[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 complsory.*
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 strupping.

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.

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20 Dec. 23

Total No. of Questions : 5]

SEAT No. :

P7894

[Total No. of Pages : 2

[6118]-2017

M.B.A. - I

209 - GE-UL 09 : 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 equl marks.*

Q1) Answer any five of the following. **[10]**

a) State the meaning of lean start up.

b) Define what "customer validation" means.

c) Recall the components of financial statement.

d) State suitable features of an entrepreneural board.

e) Name the riske born by an entrepreneur.

f) Label the contents of a business plan.

g) State the difficulties an entrepreur faces.

h) Recognize a possibility of value proposition in entrepreneurship.

Q2) Answer any two of the following **[10]**

a) Recall the competencies and motivations required for entrepreneurship.

b) Describe product launch goals and go-to-market strategy in entrepreneurship.

c) Restate the factors that venture capitalists take into consideration while funding the start UPS.

Q3) a) Explain the concept of a lean start up indetail. **[10]**

OR

b) Evaluate the government's support for new start UPS.

Q4) a) Create a business plan for any new consumer durable product. **[10]**

OR

b) Recommend any two schemes provided by the government for entrepreneurs.

Q5) a) Illustrate the legal matters that a start up must take into account. **[10]**

OR

b) Estimate the approaches used in an entrepreneural budgeting and opportunity identificatior.

20/12/23

Total No. of Questions : 5]

SEAT No. :

P-7931

[Total No. of Pages : 2

[6118]-27

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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