

**R17**
**Code No: 743AG**
**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**
**MBA III Semester Examinations, December - 2019**
**STARTUP MANAGEMENT**
**Time: 3 hours**
**Max.Marks:75**
**Note:** This question paper contains two parts A and B.

Part A is compulsory which carries 25 marks. Answer all questions in Part A. Part B consists of 5 Units. Answer any one full question from each unit. Each question carries 10 marks and may have a, b, c as sub questions.

**PART - A**
**5 × 5 Marks = 25**

- 1.a) What are the government initiatives of recent times to promote startup culture? [5]
- b) What is the importance of assessing initial financial needs of the startup fairly accurately? [5]
- c) What is 'crowd funding'? Which enterprises successfully made use of this in the past? [5]
- d) What are the major causes of failures of enterprises? [5]
- e) Why enterprises should have exit plans always ready at their back? [5]

**PART - B**
**5 × 10 Marks = 50**

- 2.a) What is meant by the term 'serendipitous discovery'?
- b) Why 'no criticism' is the number one rule in brainstorming?
- c) What impact do entrepreneurs have on the society? [3+3+4]

**OR**

- 3.a) What is the contribution of information technology to startup culture?
- b) What are the major requirements of good startup ecosystem? [5+5]

- 4.a) What is the basis on which completely new firms come up with the business forecasts?

- b) What are the tax concessions/incentives for a startup? [5+5]

**OR**

- 5.a) What is the purpose of statement of cash flow?
- b) What is meant by proforma financial statements? How is it prepared? [5+5]

6. What is feasibility analysis for a new venture? What are its major components? Explain each of them briefly. [10]

**OR**

- 7.a) What are the common sources of equity funding for startup?
- b) What are the institutional sources of debt finance? [5+5]



- 8.a) What is sustained growth? What is its importance to enterprises?  
b) What is scalable business model? How do you plan for it? [5+5]
- OR**
9. What is internal growth strategy of a firm? What is external strategy? What is the difference between the two? Illustrate your answer with suitable examples. [10]
10. Explain in details the step by step by process of going public (IPO) for an enterprise. [10]
- OR**
11. What are the advantages of being successfully acquired by big company for promoter of an enterprise? How can one develop a strategy for being wooed? [10]

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