



**R17**

Code No: 743AG

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA III Semester Examinations, December - 2018**

**STARTUP MANAGEMENT**

**Time: 3hours**

**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. Write brief notes on the following:

- a) Business startup. [5]
- b) Startup capital. [5]
- c) Financing with debt. [5]
- d) Startup survival and growth. [5]
- e) Harvest strategy. [5]

**PART - B**

**5 × 10 Marks = 50**

2. What is big idea? How can you generate the ideas with brainstorming? Explain. [10]

**OR**

3. What is entrepreneurial ecosystem? Discuss the initiatives taken by the government. [10]

4. How can you estimate the startup cash requirements? Discuss the procedure for identifying capital resource requirements? [10]

**OR**

5. Explain the procedure for approval of new ventures. What are the taxes and duties payable for new ventures? [10]

6. What is feasibility analysis? Explain the types of feasibility analysis. [10]

**OR**

7. What is a strategic alliance? Discuss the different types of strategic alliances. [10]

8. What are the venture life patterns? Discuss the reasons for new venture failures. [10]

**OR**

9. How the leadership is support for growth and sustainability of the venture? Explain. [10]

10. What is bankruptcy? Explain the steps involved in the bankruptcy. [10]

**OR**

11. What is liquidation? Discuss the process and procedure of liquidation. [10]

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