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Reg. No.

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IV Semester M.B.A (Day/Eve) Degree Examination, September/October - 2022

MANAGEMENT

SCALING UP AND SUSTAINABILITY OF START-UPS

(CBCS Scheme 2019-20 Onwards)

Paper : 4.5.2

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following each questions carries 5 marks.(5×5=25)

1. Explain the concept of Minimum viable product (MVP).
2. Write a short note on start-up life cycle.
3. Explain briefly how enterprises can optimize core business functions.
4. What is business scalability matrix? Explain
5. List the consequences of rapid scaling.
6. Describe the influence of technology on effective management of business complexities.
7. Write a short note on cloud based tools of CRM.

SECTION - B

Answer any Three questions from the following each questions carries 10 marks.(3×10=30)

8. What is a start-up ecosystem? How will the ecosystem transform the growth of entrepreneurship in India?
9. Write a detailed note on online business models.
10. 'A successful entrepreneur must be a good leader'. Critically evaluate this statement and elucidate your viewpoints.
11. Explain the various methods enterprises adopt for their growth. Compare and contrast the methods of franchising and licensing.

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SECTION - C

12. Compulsory Case Study:

(1×15=15)

Patelkar Academy has been offering competitive examination coaching at Raipur since 2000. They were the unbeaten leaders of the business for almost two decades. In 2015, they expanded with three branches of the academy in the city making them the most trusted and reputed coaching center of Raipur. COVID however posed a challenge and like every other institution they also migrated to the online platforms. The faculty started online classes via zoom and YouTube from May 2020. By January 2022, the owners of the academy realized that their teachers had become immensely popular even outside Raipur. They had all grown in the field with much more acceptance and were not agreeing to continue with the academy on the same remuneration terms. Many teachers preferred different locations based on the demand they were witnessing for their classes. Moreover, the technology required and the bandwidth required was too expensive for Patelkar academy to afford. With the rapid growth of edutech companies, they find growth opportunities in collaboration. Unacademy has invited partners and Patelkar Academy finds that this may be the perfect solution to their problem. You are the consultant for the Patelkar academy.

- 1) What would your recommendation for collaboration with Unacademy be based on?
- 2) Explain the modes of Joint venture and Merger, listing out the advantages and disadvantages of each method of collaboration to your client.

SECTION - B

Answer any Three questions from the following each question carries 10 marks. (3×10=30)

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9. Write a detailed note on online business models.

10. 'A successful entrepreneur must be a good leader.' Critically evaluate this statement and elucidate your viewpoints.

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