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IV Semester M.B.A. Degree Examination, October - 2021**MANAGEMENT****Scaling Up And Sustainability Of Start - UPS****(CBCS Scheme 2019-20)****Paper : 4.5.2****Time : 3 Hours****Maximum Marks : 70****SECTION - A**Answer any **FIVE** questions, each carries **5** marks.**(5×5=25)**

1. Define start up ecosystem. What are the components that make a good start up eco system?
2. Describe various environmental factors that affect the growth of a start-up?
3. Explain briefly the consequence of premature and rapid scaling.
4. A leading corporate personality commented - with the right set of mind, with the right people, with the right support, things happen. Do you agree with this? Substantiate your answer.
5. What is a Business model? Why is a business model important to a business?
6. With an example explain the concept of Crowd funding.
7. Explain the various resources required for a business during scaling up.

SECTION - BAnswer any **THREE** questions, each carries **10** marks.**(3×10=30)**

8. What is start up life cycle? Explain the various phases of startup life cycle.
9. With an example explain women entrepreneurship. Explain the key characteristics of women entrepreneurs.
10. Briefly explain various types of business Models. How does it help in the growth of an organization?
11. Explain different types of growth strategies adopted by business to expand their business.

[P.T.O.]



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SECTION - C

Compulsory Question.

(1×15=15)

12. Case Study.

Venkat is the owner of a transport company operating few long distance buses. The recent lockdown and restrictions on travelling due to Pandemic stopped his business completely. In order to continue earning a living, he has been considering any new business opportunity that is available in the present environment.

After discussing with his friends, he has shortlisted a few options.

- a) Starting an online vegetable distribution venture.
- b) Start a business where food is prepared in a small warehouse and deliver home against orders.
- c) Developing a platform for schools to conduct online classes.
- d) Start a food truck.

Questions:

- i. Conduct the opportunity assessment and advise which one Venkat should choose among the above. Explain the reasons for your advice.
- ii. What are the resources required to start the chosen business and how do you acquire these resources?