

5. Despite India's growing entrepreneurial ecosystem, "TechEase"—a software solutions startup—collapsed within five years. Its founders attribute failure to unrealistic growth targets, leadership conflicts, inadequate market research, and lack of mentorship. Interestingly, the startup was part of a reputed business incubator. Post-closure, policymakers analyzing the case identify system-level gaps that limit the support effectiveness of incubators and accelerators.

(a) What lessons can policymakers & future entrepreneurs learn from TechEase's failure?

(9)

(b) How can incubators improve their role in preventing early-stage venture failures?

(9)

6. Write short notes on **ANY 3** of the following:

(6×3=18)

(a) Types of Entrepreneurs

(b) Brainstorming and Mind Mapping

(c) Socio-economic feasibility

(d) Harvesting Mechanisms for Startups



(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 12615

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Unique Paper Code : 2924002011/2924000019

Name of the Paper : Dynamics of Start Ups

Name of the Course : **Bachelor of Management Studies (GE)**

Semester : III / V / VII

Duration : 3 Hours

Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Attempt **ANY FIVE** questions.

3. **All** questions carry equal marks.

1. Riya, an engineering graduate from Bengaluru, launched a clean energy start-up that developed affordable solar panels for rural households. Initially,

P.T.O.

her company faced funding constraints and resistance from local distributors. However, by introducing design innovations and forming partnerships with NGOs, her business gained visibility and began to scale.

- (a) Analyse how Riya demonstrated entrepreneurial qualities and leveraged innovation in overcoming start-up challenges. (9)
 - (b) What lessons can be drawn about the role of creativity in new venture development? (9)
2. A group of three friends discovered a growing demand for organic food delivery in their city. They decided to start a business offering locally sourced organic meal boxes. However, they debated whether to form a partnership, a private limited company, or a cooperative society to manage ownership, liability, and growth.
- (a) What factors should the friends consider in selecting the most suitable form of business ownership for their idea? (9)
 - (b) How might the choice of ownership form affect their ability to attract investors and manage expansion in the future? (9)

3. “GreenHome Solutions,” a startup offering eco-friendly home renovations, projects strong revenues in its first year but lacks clarity about working capital management. Their financial statements rely heavily on assumptions about early customer acquisition.
- (a) Evaluate the potential financial feasibility risks in this venture’s projections. (9)
 - (b) What financial indicators and tools should the team use to validate its revenue and cost assumptions? (9)
4. A team proposes a mobile app-based electric scooter rental service in mid-sized Indian cities. While some players exist in metros, this market remains largely untapped outside major cities.
- (a) What factors should be analyzed under industry and competition analysis to determine the venture’s attractiveness? (9)
 - (b) How can the entrepreneurs identify and sustain competitive advantages in this emerging mobility space? (9)