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- (b) Mention the basic theories of entrepreneurship.  
Discuss any 2 theories with relevant examples.
5. (a) Explain the term entrepreneurial ecosystem and elaborate its different components.
- (b) When and how to seek Venture Capital Finance?  
Explain the concept with different stages of Venture Capital Finance.
6. Write short notes on the following :
- (a) Challenges in starting start-ups
- (b) Different modes of generating ideas

(500)

[This question paper contains 4 printed pages.]

Your Roll No.....

Sr. No. of Question Paper : 2820

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Unique Paper Code : 2924002011

Name of the Paper : Dynamics of Start Ups

Name of the Course : **G.E : Finance Business Economics**

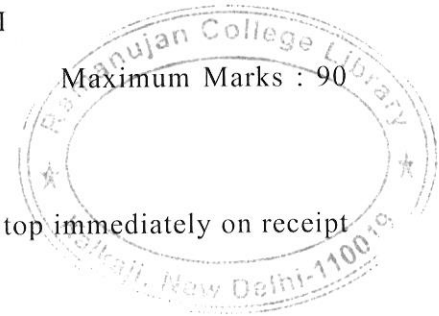
Semester : III

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 **all** questions.
  3. **All** questions carry equal marks.
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1. In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled "The Tablet Newspaper: A Vision for the Future" shows off the design of a futuristic newspaper designed



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at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbor Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

- (a) Using the components of a feasibility study, consider how the newspaper company would stack up on go-or-no-go decisions for each component of the feasibility study.
- (b) How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis?

- (c) Do you think the newspaper made a wise decision to abandon the project when it did? Why or why not?
2. (a) "Entrepreneurs are made or born."? Give your views. Narrate the outline for developing an entrepreneur.
- (b) Do you believe that sustainable development should be part of entrepreneurship course? Justify your answer.
3. (a) To what extent does environmental scanning reduce the severity of risks in business. Explain in the context of business environments.
- (b) "Developing countries need imitative, humbler entrepreneurship rather than innovative entrepreneurship." Do you agree? Give reasons.
4. (a) What are the various sources of finance for entrepreneurs in India? Describe the features of these sources.