B) 'The Indian entrepreneurial ecosystem offers an attractive opportunity for emerging entrepreneurs globally, providing an extensive consumer base, advantageous governmentpolicies, and enormous scalability potential with a young and tech-savvy population eager for innovative solutions."

In the light of the above statement, explain what do you understand by entrepreneurial ecosystem. Do you agree with the above statement? Give reasons for your answer. (9)

5. A) About one third of new businesses fail within the first two years. In many of those cases the business owner is unaware about failing until it is too late. What are some of the most prominent and common reasons that lead to failure of new ventures? (9)

B) Why is there a need to include a due diligence process that involves analysing and evaluating an existing business before possible purchase? Outline the essential steps involved in buying a business. (9)

6. Write short notes on any threeof the following: (3*6 = 18)

A) Characteristics of opportunity

B) Economic environment feasibility of a venture

C) Resource mobilisation

D) Idea assessment



[This question paper contains 4 printed pages.]

Your Roll No..............

आपका अनुक्रमांक............

**Sr. No. of Question Paper : 3360** **I**

Unique Paper Code : 2924002011

Name of the Paper : **BMS Generic Elective - Dynamics of Start-ups**

Name of the Course : Bachelor of Management Studies

Semester : V

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 five (5) questions in all. Question No 1 is compulsory

1. A) Dr Shruti Sharma, a paediatrician who grew up in a Rajasthan village is planning to build Babycare' - a digital paediatric care platform providing 24/7 support for parents through calls and WhatsApp.

If babies have a problem during night, many parents wait until morning to visit the hospital because they do not want junior doctors treating their baby at night. During those six to eight hours, the baby's condition can worsen. What if they could speak to a paediatrician at 1 am?

With this idea and purpose Dr Shruti is working on starting Babycare. She lacks the necessary capital to fund her venture. Suggest all appropriate sources of funding that Dr Shruti could explore. (9)

B) Richahad been with Lenovo Corporation for years when the company decided to close the Floridaoffice, where she worked. Not willing to risk another corporate layoff, she returned to India and began working with a franchise broker to identify franchises that would be right for her. Eventually, she settled on 'Slender Lady', a franchise that specializes in providing online customised fitness training targeted to working women. The franchise even has fitness centres similar to gyms, operating in different parts of India.

Suppose Richais considering purchasing a franchise of Slender Lady, what advice would you offer her before she signs the franchise contract? Should Richainvestigate before investing in the franchise? If so, how and in what areas? (9)



2.. A) There are certain common problems and challenges that almost all entrepreneurs encounter while starting a new venture. What are the most common challenges faced by entrepreneurs when launching a start-ups? Suggest ways to overcome these problems. (9)

B) The S.C.A.M.P.E.R. technique encourages creative thinking and innovation in product and service development. Give an example for each parameter of this technique to show how successful products and services can be developed. (9)

3. A) What is the entrepreneurial "secret" for creating value in the marketplace? Support your answer with an example. What are the different ways in which entrepreneurs can spot opportunities? (9)

B) In the dynamic world of start-up entrepreneurship, innovation stands as a cornerstone of success. It fuels growth, drives competitive advantage, and enables start-ups to disrupt traditional markets.

Give examples of any three start-ups to explain how these businesses have used innovation to shape business models, enhance problem solving and contribute to long-term sustainability. (9)

4. A) Explain why it is necessary to conduct a feasibility analysis. Enumerate the elements of a feasibility analysis.Describe the four major components of financial feasibility analysis. (9)