(a) Entrystrategy for a new product

(b) Social economic feasibility of a venture.

(c) Business incubators

[This question paper contains 4 printed pages.]

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

आपका अनुक्रमांक............

Sr. No. of Question Paper : 3048 **I**

Unique Paper Code : 2924002011

Name of the Paper : Dynamics of Start Ups (GE)

Name of the Course : **GE,NEP 2023**

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 5 questions in total. All questions carry equal marks.

3. Q1 is compulsory

1. Case Study

Anuj is a young entrepreneur, who wishes to take his family business of designer fabrics to greater heights, with the knowledge he has acquired at Milan Fashion

P.T.O.

School. His father gave him 25 lakhs as seed capital to start a new product line under the family business.Anuj is venturing into leather and faux leather for which he needs to plan his business before he goes ahead with the execution. He knows that transformation of raw material into finished products takes place with the help of energy, capital, manpower and machinery. Further, he realised that manufacturing operations are highly complex and tedious, and thus there is a need to plan everything meticulously.

(a) Identify the releavntcomponent of business plan, which Anuj is discussing about. Also state its objective clearly. (9)

(b) Explain the three different options available to Anuj,before beginning the venture. (9)

2. (a) Explain the role of Innovation and creativity in the Entrepreneurship process? (9)

(b) What are the major challenges faced by Startups in India and how can we overcome them? (9)

3. (a) What are the different types of feasibility study? Discuss the steps involved in the feasibility study process. (9)

(b) "Without effective resource mobilisation, a business opportunity may not see the light of the day". Comment on this statement. (9)

4. (a) What do you understand by entrepreneurial ecosystem? Explain the Start-up Ecosystem, facilitated through 'Start-up India Action Plan'. (9)

(b) Explain the term 'Scaling the Venture'. Describe any three strategies for successful Scaling. (9)

5. (a) "A business idea can be generated by remaining agile to market changes." Comment on this statement. (9)

(b) What are the different sources of financing, for new a business Start-up in India? (9)

6. Write short notes onany TWO of the following: (9*2=18)