7. Write short note on : (6×3=18)

(a) Learning and Failing Fast Principle

(b) Limited Liability Partnership

(c) Partnership

(500)

[This question paper contains 4 printed pages.]

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

Sr. No. of Question Paper : 3539 **I**

Unique Paper Code : 2924001011

Name of the Paper : Economics of Start-Ups

Name of the Course : **B.A. (H) Business Economics**

Semester : I

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** parts of a particular question together.

3. Attempt **FIVE** questions in all.

1. (a) From ideation to execution, technology is shaping the way Start-Ups operate and compete in the marketplace. Discuss with suitable examples. (9)

(b) The Principles of Lean Start-Up is all about working smarter not harder. Discuss it by giving real life examples. (9)

2. (a) How the value proposition concept relates specifically to the Start-Up movement in India. (9)

(b) Ecosystem is an engine of growth of a Start-Up. Comment. (9)

3. What is the Business Model Canvas? Describe each of its components in detail, and discuss how entrepreneurs can use this tool to refine and develop their business models effectively. (18)

4. (a) Explain the functions of state-level institutions in supporting small businesses. Provide examples of state-level institutions and discuss their impact on local entrepreneurship development. (9)

(b) Analyze the role of industry associations and other agencies in fostering a supportive environment for small business enterprises. (9)

5. The pricing strategy of a newly launched product needs to attract a wider consumer base.

(a) Contrast skimming-the-cream pricing with penetrating pricing strategy, including the conditions where each is ideal. (9)

(b) When does a firm decides to price its product as per its location of sale? Mention the pricing strategy. What are the various routes/alternatives through which it is possible? (9)

6. Describe the market feasibility analysis conducted by startups before launching a new product. Why is feasibility analysis considered primary for the success of any startup? Support your answer with a relevant example. (18)