iii) Business incubators

iv) Government initiatives for promotion of entrepreneurship in India.

(6×3)

[This question paper contains 4 printed pages.]

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

Sr. No. of Question Paper : 4708 **J**

Unique Paper Code : 2924000019

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

Name of the Course : **BBE**

Semester : IV

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. A marketplace for buying and selling used luxury watches in Dubai was seeking a business plan to provide investors and banks. Prepare a Business Plans for comprehensive market-approach and strategy to assist the company in raising funds. (18)

2. (a) Describe the role of creative thinking in development and growth of new ventures in India. (9)

   (b) What are the advantages and disadvantages of using techniques like SCAMPER and storyboarding in the identification of new business opportunities? (9)

3. (a) How do external market conditions impact the evaluation and implementation of identified business opportunities? (10)

   (b) Write a note on various methods of idea generation. If a firm asks you to generate an

idea of a service that provides fresh and hot food to the office employees during lunch, what would be your idea and how will you market it? (8)

4. (a) Describe the various components of feasibility study in a detailed manner. (9)

   (b) Why is resource mobilisation important for entrepreneurship? Explain the process of resource mobilisation. (9)

5. (a) Explain the need and types of scaling up ventures strategies? (9)

   (b) Describe various entry and exit strategies of new start up venture. (9)

6. Write short notes on any three:

   i) Harvesting mechanism

   ii) Entrepreneurship ecosystem