



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2023

Course: Start-Up Management

Semester: 6th

Program: BBA- Entrepreneurship and Family Business

Time : 03 hrs.

Course Code: UCIE30001

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Following are Multiple Choice Questions. Choose the correct answer from the given options. Do not copy the questions.		CO1
	<p>1. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments.</p> <p>A. Venture capitalist B. Entrepreneur C. Businessman D. Buyer</p> <p>2. All of the following are the broad categories of External forces EXCEPT:</p> <p>A. Economic forces B. Socioeconomic forces C. Technological forces D. Competitive forces</p> <p>3. What is the primary concern of founders who trade equity for capital for their growing venture?</p> <p>A. Capitalization B. Control C. Valuation D. Investor capabilities</p> <p>4. External forces directly affect all of the following EXCEPT:</p>		

- A. Market segmentation strategies
- B. Types of products/services offered
- C. Management structure of organization
- D. Choice of businesses to acquire or sell

5. Which of the following is alternatively called corporate venturing?

- A. Intrapreneurship
- B. Entrepreneurship
- C. Act of stating a new venture
- D. Offering new products by an existing company

6. Which of the following factors has allowed small companies to act like they are big ones?

- A. Customers
- B. Competition
- C. Economic development
- D. Technology

7. Government can help in forming new venture by providing:

- A. Subsidiary
- B. Technology
- C. Infrastructure
- D. All of the above

8. _____ implies the availability or otherwise of plant and machinery and technical know how to produce the product.

- A. Economic viability.
- B. Financial feasibility.
- C. Technical feasibility.
- D. Managerial competence

9. Intellectual Property laws can protect _____.

- A. Trademarks.
- B. Copyright.
- C. Patents.
- D. All the above

	10. _____ is a form of financing especially for funding high technology, high risk and perceived high reward projects A. Fixed capital. B. Current capital. C. Seed capital. D. Venture capital.		
SECTION B 4Qx5M= 20 Marks			
Q 2	Attempt all questions. Each Question to be answered shortly.		CO4
	1. What do you mean by feasibility analysis? Why is required to be performed? 2. Differentiate between Entrepreneurship and Intrapreneurship? 3. Differentiate between fixed capital and working capital. 4. Discuss in brief the various life- stages for any venture		
SECTION-C 3Qx10M=30 Marks			
Q 3	Following are 3 Questions, out of which 2 Questions are compulsory and 1 Question has internal choice to attempt any one.		CO5
	a. What do you mean by Entrepreneurial Ecosystem? Mention and discuss the various elements of the ecosystem. b. What do you mean by PESTEL analysis for any venture. Discuss in detail. c. Discuss the role of Entrepreneurship in the developing economy of India. OR Explain the procedure for approval of new ventures. What are the taxes and duties payable for new ventures?.		
SECTION-D 2Qx15M= 30 Marks			
Q 4	Following are 2 Questions out of which 1 Question is compulsory and 1 Question has internal choice to attempt anyone.		CO2
	1. Explain the following ways of funding for any venture a. Funding with Equity b. Funding with Debt c. Funding with Bootstrapping d. Crowd Funding e. Strategic Alliance OR What is liquidation? Discuss the process and procedure of liquidation		

	2. Discuss the various exit strategies for any business.		
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