

Code No: 763AP**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD****MBA III Semester Examinations, September/October - 2022****STARTUP MANAGEMENT****Time: 3 Hours****Max.Marks:75**

Answer any five questions
All questions carry equal marks

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- 1.a) Bring out the need for market analysis on regular basis for the success of entrepreneurship.
- b) Why do most of the entrepreneurs prefer to cash in their venture on attaining initial success? [7+8]
- 2.a) What criteria need to be used in arriving at proper venture choice?
- b) What do you understand by first mover advantage? [7+8]
- 3.a) What are the key elements of capital requirement for starting a venture?
- b) Bring out the importance of having the services of good tax consultant when starting a venture. [7+8]
- 4.a) What bearing does the issue of Intellectual Property Rights (IPR) have on new ventures?
- b) What criteria are to be considered in selection of attorney for the new venture? [7+8]
- 5.a) What do you understand by the term 'seed money'? What are the sources of seed money for new ventures?
- b) What is the difference between technological alliance and marketing alliance? What are the advantages in participating strategic alliance? [7+8]
6. Describe the different stages of growth the firm. What are the challenges of growth faced at each of these stages? Elaborate. [15]
- 7.a) What are the issues in achieving scalability of operations?
- b) What role does leadership play for the sustainable growth of enterprise? [7+8]
- 8.a) What do you understand by harvesting in the context of startup?
- b) What are the ways of dealing with enterprise failures? [7+8]

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