

**R19****Code No: 763AP**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD  
MBA III Semester Examinations, March/April - 2023  
STARTUP MANAGEMENT**

**Time: 3 Hours****Max.Marks:75**

- Note:** i) Question paper consists of Part A, Part B.  
ii) Part A is compulsory, which carries 25 marks. In Part A, Answer all questions.  
iii) In Part B, Answer any one question from each unit. Each question carries 10 marks and may have a, b as sub questions.

**PART - A**

**(25 Marks)**

- 1.a) Write a short note on business startup. [5]  
b) Briefly discuss the need for identifying startup capital resource requirements. [5]  
c) Briefly explain funding with equity. [5]  
d) Write a short note on sustained growth of business venture. [5]  
e) Write a short note on Harvest strategy. [5]

**PART - B**

**(50 Marks)**

2. What is big idea? Discuss in detail the initiatives taken by the government to promote entrepreneurship in India. [10]

**OR**

3. Explain in detail the following forces of change with respect to shifting macroeconomic trends.  
a) The era of the maker  
b) The sharing economy  
c) The new creative economy. [3+3+4]

4. What is startup capital? Discuss in detail the method to estimate the startup cash requirements. [10]

**OR**

5. How will you position the business startup in the value chain? Elaborate on the launch strategy to reduce risk. [10]

6. What do you understand by feasibility analysis? Discuss in detail the types of feasibility studies conducted before launching a business startup. [10]

**OR**

7. Explain in detail the following methods of raising startup capital  
a) Bootstrapping  
b) Crowdfunding [5+5]

- 8.a) Elaborate on the internal and external growth strategies for a startup business.  
b) Describe the reasons for new venture failures. [5+5]

**OR**

9. What is meant by scaling venture? Discuss the need and importance of leadership support for the growth and sustainability of the venture. [10]

10. What is meant by the liquidation of a company? Discuss in brief the process and types of liquidation. [10]

**OR**

- 11.a) Define bankruptcy. Explain in detail the various stages of bankruptcy.  
b) Brief on the steps for going public through IPO. [5+5]

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