

**BRS/IMRS Semester-4 Examination****IIS\_MRS41/BRS41****Startup Entrepreneurship-I****Time : 2-30 Hours]****April-2024****[Max. Marks : 70**

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**Instruction:**

- 1) The figures on right hand side indicate marks.
- 2) Use of calculators is not allowed.

Q1. Explain all the components of an ideal Pitch Deck. What care should be taken while projecting the financials of the company in the Pitch Deck? [14 marks]

Or

Q1. Explain the journey of a start-up product starting from problem identification, ideation, innovation, value proposition, prototyping, creation of an MVP, and market testing. [14 marks]

Q2. Explain the role of Incubators and Accelerators in development of a start-up ecosystem along with the major differences between the two. [14 marks]

Or

Q2. Explain market sizes with respect to TAM, SAM, and SOM. What should a start-up focus on increasing while doing marketing and sales with respect to the same? [14 marks]

Q:3. Explain the 4Ps of Innovation. [14 marks]

Or

Q3. Explain the fundraising process for early-stage start-ups starting their journey from FFF up to an IPO. [14 marks]

Q4. Explain the Boston Matrix with a suitable example showing the journey of a product through each segment of the matrix. [14 marks]

Or

Q4. Explain how the valuation is changed in every funding round along with the change in CAP table (including the equity structure of the Founders) with a suitable hypothetical example. [14 marks]

P.T.O

Q5. Attempt any 7 out of the following 12 questions.

1. What do you mean by Pacman Defense?
2. What is a Greenmail?
3. The sixth force which was added to the Porter's Five Forces recently is the \_\_\_\_\_ force.
4. Draw the Ishikawa's Fish Bone analysis diagram.
5. What is the meaning of Runway?
6. What do you mean by Forward Integration?
7. What do you mean by a Term Sheet?
8. Define the concept of Scaling Up.
9. What is the Gestalt Theory and who gave it?
10. An Angel Investor generally invests \_\_\_\_\_ in early-stage start-ups.
  - a. Money
  - b. Time
  - c. Both Money and Time
  - d. Both money and time, and in some cases, only time.
11. Define Backward Integration.
12. What do you mean by Bootstrapping

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