
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.A. Explain the concepts of problem identification, ideation, and innovation. [07 marks]

AND

Q1.B. Explain the process of prototyping, creation of an MVP, and market testing. [07 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.A. Explain market sizes with respect to TAM, SAM, and SOM. [07 marks]

AND

Q2.B. Explain the concept of Scaling Up with respect to increase in market size and the various strategies for startups to Scale Up. [07 marks]

Q3. Explain the 4Ps of Innovation. [14 marks]

Or

Q3.A. How is Discounted Cash Flow method used in Start-Up valuations. [07 marks]

AND

Q3.B. What are the key differences between an Entrepreneur and a regular businessman? How does Entrepreneurship help in growth and development of the economy? [07 Marks]

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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.A. Explain the concepts of Burn Rate and Runway. How are they critical in the sustainability of a Start-Up. [07 marks]

AND

Q4.B. How is Debt funding better than equity-based investment from VCs? What are the disadvantages of Debt Funding for start-ups? Under what circumstances should a start-up go for debt funding? [07 marks]

Q5. Attempt any 7 out of the following 12 questions. [14 marks]

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. What do you mean by Backward Integration?
12. What do you mean by Bootstrapping?

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