



JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT
END TERM EXAMINATION (DECEMBER 2021)
BBA-V Semester

1

Time: 2 Hours
MM: 30 Marks

Course: Sustaining and Growing Start-ups
Course Code: ED1104

The ugly sweater party trend got its start in Vancouver, Canada, in the early 2000s, according to *Ugly Christmas Sweater Party Book: The Definitive Guide to Getting Your Ugly On* by Brian Miller, Adam Paulson, and Kevin Wool.

The McCarthy's are an entrepreneurial family. Jack's sister launched a social media marketing agency after college, and his father started a financial planning investment advisory firm when he was young. His family was his main "network". In the early days, his mother helped with operations (she still runs the UltimateUglyChristmas.com in the warehouse at her family basement), while his father helped with accounting/legal/business-model. Jack's sister weighed in with social media and Internet marketing ideas. SEO has been key to growing his reach. While studying business in college, Jack's goal was to grow and formalize that network, seeking out the ideas and expertise of fellow entrepreneurs, VCs, and professors. Jack believed that competition from the big players, was a cause for concern. Since it's an internet business, McCarthy felt that if Amazon (or another big site) could become aggressive in this market his site would fade into second/late pages of Google. And, this could hurt his business. True to that UltimateUglyChristmas.com started facing competition and could not build a healthy business traction and remained a garage operation with Jack exiting it

(Adapted from Entrepreneurship: the practice and mindset / Heidi M. Neck, Christopher P. Neck, Emma L. Murray. SAGE, [2018] ISBN 978-1-4833-8352-1)

5. Read the case presented above and from your learning of Start-up failures after initial growth, write 7 reasons that have contributed to the practical demise of the venture highlighted in the case. Include a detailed analysis
(Marks -10)
6. Write about 4 funding options available for start-ups and present an advantage and a disadvantage (if any) of each of these options.
(Marks- 4)
7. Based on our learning of the concept of Pivoting a venture, identify what are the options of pivoting available to your start-up
(Marks- 4)