

JK LAKSHMIPAT UNIVERSITY, JAIPUR
INSTITUTE OF MANAGEMENT

End Term Examination, December 2023
B.B.A. Semester V, 2021-24

Roll No.....

ED1104:
SUSTAINING AND GROWING START-UPS

Time: 2.5 hours

Max. Marks: 40

Instructions to students:

1. Answer any 4 questions.
2. Do not write anything other than your roll number on question paper.

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| Q. 1 | Discuss Venture Growth Strategies with respect to the following aspects: | Marks
10.0
(LO4) |
| | 1. Product Development and Diversification Strategies (4 Marks) | |
| | 2. Market Penetration and Market Development Strategies (4 Marks) | |
| | 3. Organizational Development Strategies (2 Marks) | |
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| Q. 2 | Answer the following aspects of Enterprise Financing by Venture Capitalists: | Marks
10.0
(LO6) |
| | 1. Discuss key characteristics of Venture Capitalists (4 Marks) | |
| | 2. Outline the investment process followed by venture capitalists (4 Marks) | |
| | 3. Deliberate some of the key lessons that need to be taken care of while looking for funding from venture capitalists (2 Marks) | |
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| Q. 3 | With respect to Patents answer the following questions | Marks
10.0
(LO3) |
| | 1. What are the criteria used to determine whether an invention would qualify for getting a patent? (4 Marks) | |
| | 2. Discuss three broad Categories of Patents (4 Marks) | |
| | 3. Discuss some of the key advantages that start-ups derive by patenting (2 Marks) | |
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| Q. 4 | Discuss the reasons for Enterprise Sickness with respect to the following aspects: | Marks
2x5=10.0
(LO1, 8) |
| | 1. Planning Related Issues - Technical Feasibility | |
| | 2. Planning Related Issues- Economic Viability | |
| | 3. Production Management Issues | |
| | 4. Marketing Management Issues | |
| | 5. Financial Management Issues | |
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Q. 5 Briefly discuss some of the Preventive measures that enterprises can take in sustaining their ventures when the following stress symptoms become visible: Marks
2x5=10.0
(LO1, 8)

1. Operational Losses and Adverse Financial Ratios
 2. Declining Market Share
 3. Demand Recession and Unprofitable Product Mix
 4. Irregularities in Cash Credit Account
 5. Underutilization of Capacity
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