



**JK LAKSHMIPAT UNIVERSITY JAIPUR
INSTITUTE OF MANAGEMENT**

END TERM EXAMINATION, DECEMBER 2022
BBA SEMESTER V

Roll No.....
ED1104: SUSTAINING & GROWING START-UPS TIME: 3 HOURS IAX. MARKS: 40

Answer Any 4 Questions out of 5 Questions

Question 1:

- A. 'Entrepreneurial leaders build organizations through a cycle of launching a business to growth, expansion and diversification in their journey towards excellence.' What are the major components of entrepreneurial leadership [Ireland and Hitt (1999)]? Explain briefly the significance of each component. **(5 Marks) (LO 4.5)**
- B. Do you think best source for financing a start-up is bootstrapping? Is it advisable to just depend on bootstrapping for the long-term growth of a start up? **(5 Marks) (LO 4.1)**

Question 2:

- A. "One of the advantages of going public is improving the valuation of the company." In light of the statement discuss any one recent IPO launch and its subsequent erosion of investor's wealth. **(5 Marks) (LO 4.4)**
- B. Consider merger/acquisition as a strategy of growth, Analyse any one recent merger/acquisition as a case study. **(5 Marks) (LO 4.2)**

Question 3:

- A. Do you think Intellectual Property Rights (IPR) is the greatest strength for start-ups in today's knowledge driven economy? Discuss the importance of IPR with respect to Start-ups. **(5 Marks) (LO 4.3)**
- B. Discuss the patent filing procedure in India. **(5 Marks) (LO 4.3)**

Question 4:

- A. Discuss various internal causes of sickness in enterprises. **(5 Marks) (LO 4.8)**
- B. Discuss the core elements of voluntary guidelines for corporate governance (2011) with respect to principle 8: businesses should support inclusive growth and equitable development. **(5 Marks) (LO 4.7)**

Question 5:

- A. What are the key market penetration and market development strategies for growth? Explain. **(5 Marks) (LO 4.6)**
- B. Define franchise as a model for growth. What are the advantages and disadvantages of this model of growth? **(5 Marks) (LO 4.6)**
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