

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

End Term Examination, December 2024
B.B.A. (ENT), Semester V, 2024-25

Roll No.....

ED1104: Sustaining and Growing Start-ups1

Time: 3 hours

Max. Marks: 40

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
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- Q. 1.1 “Entrepreneurs typically complain that spending time on financing distracts 4.0
them from their “real jobs” ... building a valuable business.” How this (LO 4,5)
statement affects the strategies relevant for the financing requirements of an
entrepreneur?
- Q. 1.2 Why is it that some entrepreneurs are successful in bootstrapping their 3.0
businesses while others are critically dependent on external sources of finance? (LO 1,4)
- Q. 2.1 Entrepreneurs seeking external finance need to understand debt and equity. 4.0
Explain both sources of raising finance used by entrepreneurs. (LO1,4)
- Q2.2 Who is a venture capitalist? Why do startups need support of venture capital 4.0
after certain stages in financing? Explain how venture capital supports (LO2,5)
startups.
- Q. 3.1 How a startup maps its pattern of financing? 2.0
(LO6)
- Q.3.2 The optimum mapping depends on two factors (i) how much capital is required 5.0
by the startup (ii) Novelty of the startup. Using these two factors, explain the (LO5,8)
mapping framework in detail.
- Q. 4.1 “Many entrepreneurs operating in the fog of uncertainty, worry that 4.0
exploration will delay commercialization.” The statement highlights the (LO5, 9)
complexity and ambiguity faced by entrepreneurs. Suggest two competitive
tradeoffs that help entrepreneurs to reduce this complexity.
- Q. 4.2 When NETFIX entered the market, it disrupted the traditional theater and 4.0
DVDs market. What strategy did NETFLIX adopt to become a market leader? (LO1,4)
- Q.4.3 Explain an entrepreneurial venture path through financing landscape in 3.0
details. (LO 3,5)

- Q. 5.1 “No savvy entrepreneur embarks on their startup journey envisioning the end. 4.0
Yet, in the dynamic landscape of business ownership, crafting a formidable exit (LO1,4)
strategy isn't just a luxury—it's a survival essential.” How is exit strategy
designed and what exit strategies are available?
- Q.5.2 Considering the startup that you are working with, describe the core 3.0
operational strategy that you followed for attaining viability and scalability of (LO 1,3)
the startup? Also, suggest few scaling strategies for future.

all the best!