

Jagan Institute of Management Studies
End-Term Examination, December, 2016 – January, 2017
Trimester V – PGDM 2015-17

Entrepreneurship & Innovation Management
ET_PG_EIM_2212

Time: 3 Hrs.

M. Marks: 70

INSTRUCTIONS: Attempt any FIVE questions including Q1 & Q8 which are compulsory.

- Q 1** Comment on any **THREE** of the following:
- a) Death Valley Curve.
 - b) Factors affecting entrepreneurial growth.
 - c) Five common entrepreneurial traits.
 - d) Importance of risk and innovation?
 - e) Role of support institutions in entrepreneurship development. **15**
- Q 2** Startup is the new buzz word around making all the new age entrepreneurs gather resources for innovative disruptions and turn around the old age businesses with digitized solutions. Some of them have come up aggressively and have grown massive to multi billionaire businesses. However being a startup is neither easy and nor all cake-walk, it requires perseverance and patience to survive the darkness and see light. Highlight the concept of a startup and specify what all ventures can be treated as startups according to the DIPP (Dept. of Industrial Policy & Promotion), Govt. of India. Bring out the role of entrepreneurship in the economic and social development of the nation and why do you think India needs more startups to come up and change the eco-system? Give your views on current startup culture their growth in India. **13**
- Q 3**
- a) The failure ratio in pursuing entrepreneurship is significantly high and closure ratio amongst startups is massive too. Many explored spaces saw downfall of number of startups like food and grocery. Identify any such startup that have failed in executing itself and finally had to exit. Also discuss the reasons of such a failure.
 - b) Entrepreneurial research is a bit different from that of traditional research practices, perhaps they differ in their execution and interpretation. What significance do research hold in startups and do you think conducting research is important even when the funds aren't available in abundance? **13**

Q 4 Amongst various things, why is partnering and collaboration emerging to be most critical for the success of businesses today? In your opinion what precautions an entrepreneur should take while identifying potential partners? Elaborate using some recent partnership examples. **13**

Q 5 Keeping your business an asset light model and entering the market as an aggregator surely evades enormous risk and many players like Ola, Oyo, Uber etc. have capitalized on the existing capacity of the market rather than adding their own assets. However being an aggregator attracts its own disadvantages and limitations and poses certain threats. Highlight what these limitations and threats are and put forth the concept of aggregation citing few more examples? List down at least one business space/industry where aggregation model can be adopted and it is yet to be explored.

OR

In your opinion what should be the approach for identifying a business opportunity? Elaborate on the precautions a potential entrepreneur should take at the idea generation stage in an ever changing business environment? **13**

Q 6 a) The startup boom has not only strengthened the economy but has created an entire ecosystem around, with the establishment of various supportive bodies and organizations like incubators, startup buddies, investment and financial advisors, startup evaluators and others. Explain the role of various players in the said context and bring out their contribution in making Indian startups grow?

b) You are an entrepreneur, who just got a chance to interact with a govt. official representing the commerce ministry, for sharing your concerns and obstacles faced while pursuing entrepreneurship. What support measures you would want the govt. to take to support entrepreneurs and remove any obstacles that they can, to encourage startups? **13**

Q 7 Keeping your business an asset light model and entering the market as an aggregator surely evades enormous risk and many players like Ola, Oyo, Uber etc. have capitalized on the existing capacity of the market rather than adding their own assets. However being an aggregator attracts its own disadvantages and limitations and poses certain threats. Highlight what these limitations and threats are and put forth the concept of aggregation citing few more examples? List down at least one business space/industry where aggregation model can be adopted and it is yet to be explored.

OR

Explain your business idea. Perform a SWOT analysis for the same. Reproduce the market potential and risk factors involved. **13**

Q 8 Three pass outs from a business school got motivated to start an entrepreneurial venture and refused placement opportunities in lieu of entrepreneurship. They wish to foray in the paying guest domain as an aggregator and create serious tech disruptions in this space with a gamut of concerned services. All three of them are convinced that this market is a big game and is scalable with juicy returns. However they have approached you for consulting on various factors and request your help till the time they fall in place or get funded by an angel or VC. You as a startup consultant are to advise them on the following parameters laying special focus on business plan preparation:

- a) Define Target Audience.
- b) Create USP and Value Proposition.
- c) Services offered to the customers vis-à-vis competitors.
- d) Funding requirement for One year.
- e) Marketing strategies at bootstrapped stage.

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