

Type: DES

**HUM 4062**

**Entrepreneurship**

Q1: Develop a lean canvas business model for Swiggy (4)

Q2: Discuss any two types of company formation with their relative merits and demerits (3)

Q3: Discuss the disadvantages of debt capital as a source of fund (3)

Q4: Discuss the different stages in venture capital funding (4)

Q5: What are the functional plans to be included in a Business Plan? Explain any 1 (3)

Q6: "Creativity can be learnt". Justify this statement with a relevant example (3)

Q7: Develop Porter's 5 force business model for the brand "Tata Nexon Electric Car" (5)

Q8: Discuss the different stages of a product life cycle (3)

Q9: Discuss any two basic differences between open and closed innovation (2)

Q10: Match a New Venture's Characteristics with the Appropriate Form of Financing or Funding (4)

Q11: Discuss any three reasons for the failure of a business plan (3)

Q12: Explain any three types of bootstrapping you will adopt for your business (3)

Q13: Discuss the growth strategies based upon knowledge of Product and/or Market (4)

Q14: Explain the advantages and disadvantages of Franchising as a business option (3)

Q15: Discuss any two exit strategies of ventures with the relative advantages and disadvantages (3)