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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**MCOM – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2023**

**(Examination conducted in May 2023)**

**MCO0120 : STARTUP MANAGEMENT**

Time- 2 ½ hrs Max Marks-70

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any ten*** of the following (**10x2 = 20 Marks)**

1. What is Brain storming?
2. What are Copyrights?
3. Give the meaning of feasibility analysis.
4. State any two benefits of financing with debt.
5. Who are Angel investors?
6. Write a short note on Ideation.
7. Mention any two funding issues of a high-tech ventures.
8. Give the meaning of strategic alliances.
9. What is Mezzanine financing?
10. What is 'Marketing Mix'?
11. How crowd funding works?
12. State the meaning of the First Chicago Method.

**Section B**

**II.** Answer ***any three*** of the following (**3x5 = 15 Marks)**

1. Briefly discuss the features of Unicorn Companies.
2. Identify the need for institutional support for Start-ups.
3. State the various sources from which business Ideas can be generated.
4. “Sensitivity to environmental factors is crucial for an entrepreneur”. With an appropriate example explain the relevance of this statement.
5. Evaluate the reasons for new venture failures.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

18. Define intellectual property. State its types and discuss its application to the entrepreneur.

19Explain the role of Start-Up’s in economic development of India.

20.Elucidate the features and functions of venture capital.

**Section D**

**III. Answer the following (1x15=15 Marks)**

21.Today, shopping online for makeup and skincare products has become synonymous with Nykaa. But, this wasn’t the case when the brand was first established. Ten years ago, in 2012, the Indian beauty market was not at par with the ones around the globe. While the demand for quality products was increasing, the players in the market couldn’t meet up to the public’s expectations. People often resorted to waiting for their relatives from abroad to come so they could get their hands on international beauty brands. And the ones who couldn’t use the few brands available in the country. Additionally, shopping online was still looked upon with suspicion as hundreds of cases of online fraud would get reported daily.

However, that did not stop Falguni Nayar, who made it the first Indian unicorn startup headed by a woman. An investment banker with a 20-year illustrious career in Kotak Mahindra Bank, Nayar decided to quit the monotonous corporate job at the age of 50 and start from scratch. She noticed there was a growing gap between what the beauty industry in India provided and the public, who always wanted more. The idea struck her when she visited a Sephora store on a trip abroad. She decided to kickstart an all-inclusive beauty brand online that would cater to the Indian shopper’s beauty needs. The rest is history. In a recent interview, she said, “I always believed in the online business, and was convinced that the new generation will rely more on reviews and peer recommendation rather than going to stores.”.

1. Discuss the role of marketing and technology for today’s start-ups with reference to Nykaa. (7 Marks)
2. Explain the stages of growth in a new venture. (8 Marks)