

Register Number:

Date:

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

**M.Com – IV SEMESTER**

**SEMESTER EXAMINATION: April 2022**

**(Examination conducted in July-August 2022)**

**MCO 0120: Start-up Management**

**Time: 2 ½ Hours Max Marks: 70**

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

**Section A**

1. **Answer any ten of the following (10 X 2 = 20 marks)**
2. Give two examples of quick commerce startups.
3. What is industry 4.0?
4. Highlight the purpose of brainstorming.
5. What is an intellectual property?
6. Bhavesh Aggarwal is choking Ola, while his EV venture is off to a shaky start. Insiders blame a toxic culture and a distrustful CEO who can’t let go. In this context enlist four essential qualities a startup leadership should demonstrate.
7. Define environmental analysis.
8. What is bootstrapping?
9. How crowd funding works?
10. Post covid edtech startups are collapsing. Identify any four reasons for their collapse.
11. Determine any four unique funding issues of a high-tech ventures.
12. What is contingency planning?
13. Who are angel investors?

**Section B**

1. **Answer any three of the following (3 x 5 = 15 marks)**
2. Briefly explain the components of entrepreneurial ecosystem.
3. Summarise the legal acts governing business start-up in India.
4. Analyse various financial issues in start-ups.
5. Write a note on structure and regulatory framework of venture capital financing India.
6. Examine various exit strategies available for start-ups.

**Section C**

1. **Answer any two of the following (2 x 10 = 20 marks)**
2. Discuss the importance of start-ups for India’s economic development.
3. Explain factors determining form of ownership structure in case of start-ups.
4. Evaluate the role of technology in start-up organizational plan.

**Section D**

1. **Compulsory Question (1 X 15 = 15 marks)**
2. Sustaining a startup is perhaps the most difficult phase for any entrepreneur. While everyone advocates entrepreneurship as a shortcut to mint money and get rich scheme, the uncertainty and constant pressure to perform is a huge responsibility even for the toughest of individuals. According to a 2019 report, more than 5 million startups are founded every year. However, only 10%, i.e., 500,000 of these startups, succeed in the long run.

Tiny owl food-tech start-up aims to create value for all stakeholders in the food ecosystem that includes the restaurant owners, staff, suppliers and consumers. Through Tiny owl app, Consumers were able to view each dish with the chef’s profile and order the food from nearby restaurants. As the business observed a rise in the number of orders per day, Tiny owl went on a hiring spree, and hired employees rapidly to achieve high growth targets such as reaching 50 cities in one and a half years. However, the business didn’t grow accordingly. From a peak of about 1,100 employees, they went to just 200. Unfortunately, Tiny owl shuts down in 2016 when it was acquired by Roadrunner.

1. Why most start-ups fail in India? Explain (8 Marks)
2. What you can learn from the failure of Tiny owl food-tech start-ups? (7 Marks)