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Register number

**ST. JOSEPH’S UNIVERSITY, BENGALURU-27**

**M.COM – IV SEMESTER**

**SEMESTER EXAMINATION: APRIL 2024**

**(Examination conducted in May/June 2024)**

**MCO0120: STARTUP MANAGEMENT**

**(For current batch students only)**

**Time- 2 hrs Max Marks-50**

**This paper contains ONE printed page and three parts**

**Part- A**

**I. Answer any TWO of the following questions. 2x5=10**

1. Briefly explain the features of unicorn companies.
2. Discuss the financial issues that arise among startup companies.
3. Briefly explain the methods of brainstorming.

**Part-B**

**II. Answer any TWO of the following questions. 2x15=30**

1. Explain the steps in preparing a marketing planning process.
2. a) Write short notes on venture capital financing. (5m)

b) Explain the Exit Strategies of Venture Capital. (10m)

1. a) Highlight and explain the Stages of growth in a new venture. (10m)

b) Briefly explain the factors for growth among startups. (5m)

**Part- C**

**III. Answer the following question: 1x10=10**

1. a) “Creativity is an essential aspect of human cognition and progress for several reasons.” Justify the above statement. (5m)

b) “Developing a business idea can be exciting, yet a challenging process”. Justify the statement. (5m)