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JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION December 2018

B.Tech Semester 7

COURSE CODE: 10B1WPD731   MAX. MARKS:35

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3   MAX. TIME: 2 hr

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means.

1. What is the role of Angel Investors? How is it separate from Venture Capitalists? Discuss the factors that help them screen and select the funding of start ups. (5 marks)

2. What is technology entrepreneurship? How does it create attractive business opportunities? Outline the steps for High Technology Product Development. (5 marks)

3. *"Train people well enough so they can leave. Treat them well enough so they don't want to"*. - Richard Branson. Decode the statement as a start up founder. Also, discuss the basic tenets of HR policy for a start up. (5 marks)

4. What are the basic elements of a business plan? How is this a critical part of the entrepreneur/start up journey? (5 marks)

5. Short notes (5 X 3 marks)

   a. Boot Strapping of ventures
   b. Short term finance options
   c. Inventory management w.r.t. cash management
   d. 'Formalization' w.r.t. organization design
   e. Incremental vs radical innovation