

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PG DM (Batch 2016-18), Trim-III**  
**Subject: Entrepreneurship Management**  
**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 31<sup>st</sup> March 2017**

**Instructions**

**Attempt all questions. Please write in points. All questions carry equal marks**

**Questions**

1. Compare the roles of angel investors and venture capitalists in India.
2. List twenty key activities involved in setting up a venture which is an online marketplace aggregator for human resources of blue collar workers (A blue collar is a working-class person historically defined by hourly rates of pay and manual labor).
3. Critically evaluate the opportunity for the idea of a consulting service for students wanting to pursue their higher education (post graduation) in developed countries.
4. List the different sources of funds available for entrepreneurship (exclude business angels & venture capitalists).
5. Describe ten different revenue models that entrepreneurs choose for their ventures with examples.

-----End of Paper-----