

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

**Program: PGDM (RM) *Batch 2016-18, Trim-IV*
Subject: Managing New Ventures
(End Term Examination)**

Maximum Marks: 50

Duration: 3 hours

Date: 20th September 2017

Instructions

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

Questions

1. Discuss the five different revenue models with an example for each of them.
2. Evaluate the need for entrepreneurs to understand opportunity evaluation/assessment.
3. Discuss harvesting a venture & conditions that trigger a harvest.
4. Analyze the reasons for entrepreneurs joining incubators and or accelerators.
5. Enumerate the challenges faced by an entrepreneur of your choice while growing his/her venture.

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