

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

**Program: PG Ex (Batch 2016-18), Trim-I
Subject: Entrepreneurship and Managing new ventures
(End Term Examination)**

Maximum Marks: 50

Duration: 2 hours

Date: 7th December 2016

Instructions

Attempt all questions.

Please write in points

Questions

1. An engineer MBA from Mumbai had the following ideas for a start up. Determine whether a start up providing all these services simultaneously would be successful in Jan 2017? Provide a rationale for all your points of discussion. List of services are mentioned below,
 - a. Online pharmacy with a wide range of prescription and OTC medicines
 - b. Medical tourism – Providing services to ensure patients with ailments from other developing countries are brought to India for their treatment.
 - c. Financing for medical equipment procurement by doctors & hospitals for diagnostics and surgery among others
 - d. A portal which will act as an aggregator (like qwickr) for buying & selling of used medical equipment
2. Write ten sentences each about angel investing & of business incubators in India.
3. Discuss the parameters, Indian venture capitalists use to evaluate entrepreneurs?
4. Briefly describe the sources of funds available for entrepreneurial businesses.
5. Explain the reasons for entrepreneurial failure with two examples.

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