

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

**Program: PGDM (RM) - (Batch2017-19), Trim-V, End term exam**  
**Subject: New Ventures in Retail**

**(End Term Examination)**

**Maximum Marks: 50**

**Duration: 3 hours**

**Date: 8<sup>th</sup> January 2019**

**Instructions**

**Attempt all questions. Please write in points**

**1. Q 1 - Discuss any four of the following – 20 Marks**

1. Venture debt
2. Venture capital
3. Crowd funding
4. Family office
5. Angel investment

**2. Q 2 - Answer all three of the following - All questions carry 10 marks each – 30**

**Marks**

1. Discuss reasons why a young entrepreneur would consider enrolling to be in a business incubator. Give an example.
2. Discuss the different opportunities that exist in the online ecommerce sector with the use of AI & IoT as a technology. Provide an example.
3. Discuss one retail entrepreneurship idea, you may want to work towards & mention fifteen points on how you will implement the same.

-----**End of paper**-----