

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA– SEMESTER - III-EXAMINATION- SUMMER-2023

Subject Code: 1539402**Date: 21/06/2023****Subject Name: Startup Scalability (Growth Strategies)****Time: 02:30 PM TO 04:30 PM****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make Suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. Use of simple calculators and non-programmable scientific calculators are permitted.

Q. No.		Marks
Q.1	Define the terms a) Growth Levers b) Engineering Scalability c) Market Potential Index d) Inorganic Growth	08
Q.2	(a) Explain Growth Strategies with Organic and Inorganic growth in details.	07
	(b) Explain various growth levers for your Idea/Startup on which you are working.	07
OR		
	(b) Define Strategy. Elaborate on significance of Strategy for early stage Startups with suitable examples	07
Q.3	(a) Explain Robust Margins in terms of getting sustainability.	07
	(b) Why sustainability strategy is required for Growth of any Startup/Business?	07
OR		
Q.3	(a) What is a Good Profit Margin for a New Business?	07
	(b) Explain Scalability matrix for your Startup idea.	07
Q.4	(a) Explain Marketing focus including Un-scalable to Highly scalable.	07
	(b) Explain Growth theories with suitable examples.	07
OR		
Q.4	Explain the Business Scalability Matrix of your own Startup with all 10 factors of it.	14
