

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER - I – EXAMINATION – WINTER 2021

Subject Code: 1519405**Date: 19/03/2022****Subject Name: Start-up Financing & Economics****Time: 10:30 AM TO 12:30 PM****Total Marks: 50****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1** Explain the terms **8**
- a) Variable Cost
 - b) B-E-P
 - c) IPO
 - d) Crowd Funding
- Q.2 (a)** Identify various type of costs which involve in your start-up and bifurcate these costs into the category of Fixed Cost, Variable Cost, Steeped Fixed Cost and Semi-Variable Cost **07**
- Q.2 (b)** What is Contribution Margin? Calculate the contribution margin for your start-up idea with hypothetical figures. **07**
- OR**
- Q.2 (b)** Considering your start-up idea, explain the concept of Customer Acquisition Cost and Cost per Acquisition. **07**
- Q.3 (a)** Briefly explain the start-up policies of Government of India and Government of Gujarat to promote the entrepreneurship culture in India and State respectively. **07**
- Q.3 (b)** What is the main objective of Incubator? Describe the functions and role of incubator in brief. **07**
- OR**
- Q.3 (a)** “Seed funding plays very important role in the experimental stage of the start-up” – Describe the statement in the light of pro and cons of Seed Funding. **07**
- Q.3 (b)** “Many precautions have been taken by an entrepreneur while accepting the fund from Venture Capitalist.” Critically examine the statement. **07**
- Q.4** Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties in order to make a profit. The most prominent example of entrepreneurship is the starting of new businesses. In line with the same, describe the Start-up idea on which you are working and carry out the task as under. **14**
- (a) Prepare the cost sheet of your product/service with the hypothetical figures.
 - (b) After identifying total cost, determine the selling price and profit with the hypothetical figures for the upcoming financial year 2021-22.
- OR**
- (a) Determine Various types of cost (i.e. Fixed Cost and Variable Cost) related to your product or service.
 - (b) Identify the selling price of your product/service and find out Break Even Point for the year 2021-22 and evaluate the situation.
