

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER -III– EXAMINATION – WINTER 2021**

**Subject Code: 1539402****Date: 17-02-2022****Subject Name: Startup Scalability (Growth Strategies)****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.

		<b>Marks</b>
<b>Q.1</b>	(a) Engineering Scalability (b) Inorganic Growth (c) Growth Potential Index (d) Scalability Matrix	<b>08</b>
<b>Q.2</b>	(a) Explain the types of Growth Strategies .i.e. Internal and External.	<b>07</b>
	(b) How can a business sustain in difficult times. What strategies are required?	<b>07</b>
<b>OR</b>		
	(b) Why is it necessary for any company to design strategy?	<b>07</b>
<b>Q.3</b>	(a) Explain the growth Strategy with organic and Inorganic growth in detail.	<b>07</b>
	(b) Engineering scalability is necessary for the success of an organization. Explain?	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) Sustainability is important for business. Explain why?	<b>07</b>
	(b) What is scalability matrix? Explain in detail.	<b>07</b>
<b>Q.4</b>	Bhushan and Vinay were pursuing Electrical Engineering from a prestigious engineering college. During their third year they developed a solar LED bulb which can be used indoors. The bulb had a small panel which had to be charged at a stretch for 10 hours in the sun and it would last for 200 hours of usage. The idea was risky as there was a possibility that the market might not accept such a product, but if they do so, then, there would be a revolution in the power industry as it would lead to saving of power in every household. The prototype was made but to manufacture and distribute the same, they required around 5 crores. Both Bhushan and Vinay approached some affluent individuals who were ready to invest in their business in exchange for a convertible debt.	
	(a) What should they do to achieve long term profits?	<b>07</b>
	(b) Suggest strategies to improve their business scalability.	<b>07</b>
<b>OR</b>		
<b>Q.4</b>	(a) Suggest strategies to create robust margins.	<b>07</b>
	(b) Which are the levers of growth of this business?	<b>07</b>

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