

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA – SEMESTER –III-EXAMINATION – WINTER-2022**

**Subject Code: 1539404**

**Date:01/02/2023**

**Subject Name: Leveraging Tools for Startups**

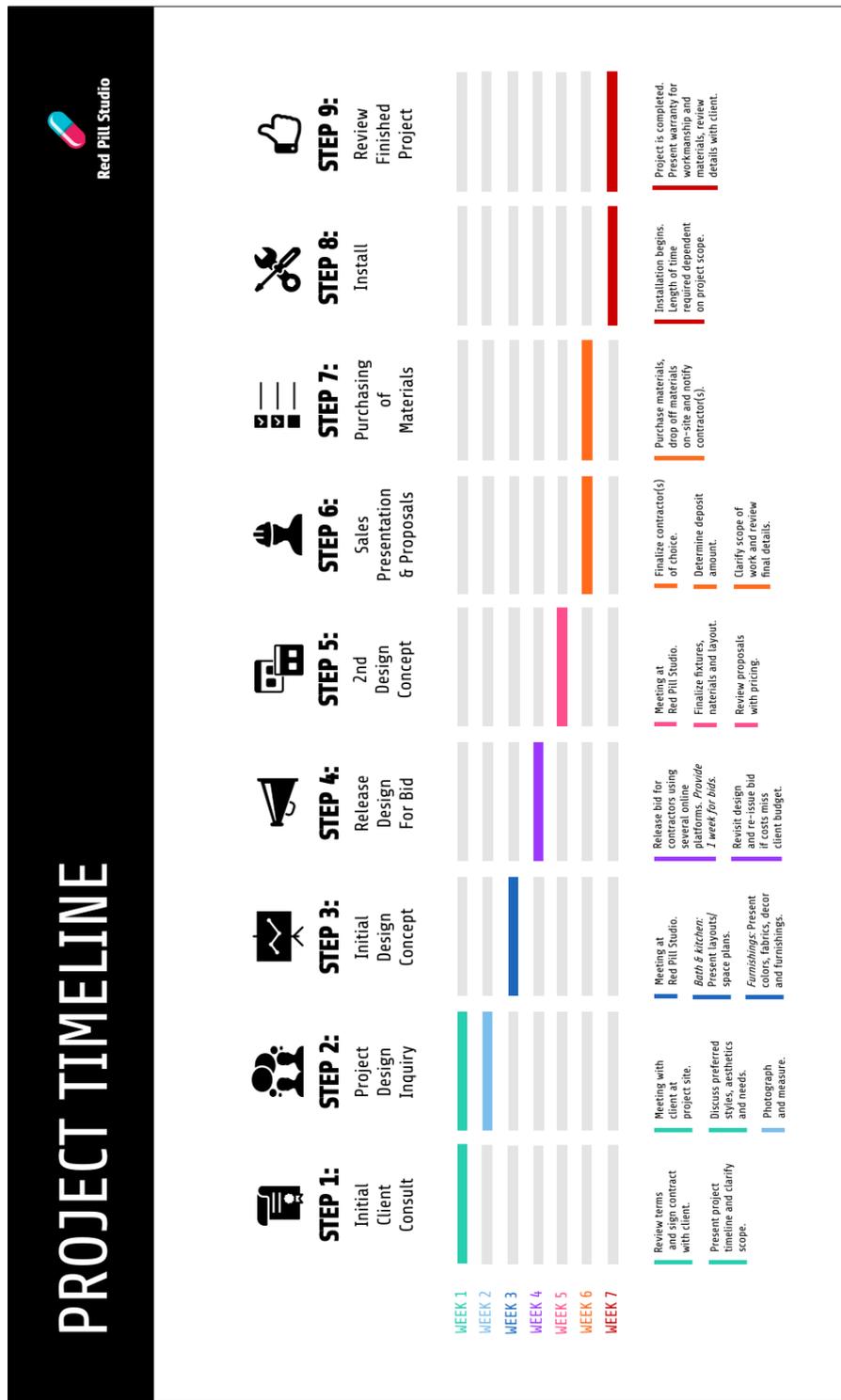
**Time:10:30 AM to 12:30 PM**

**Total Marks: 50**

**Instructions:**

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

<b>Q. No.</b>	<b>Question Text and Description</b>	<b>Marks</b>
<b>Q.1</b>	Explain (a) Problem Statement (b) BMC (c) Project Manager (d) Lean Startup	<b>08</b>
<b>Q.2</b>	(a) Idea Evaluation Checklists is important tool for early startups, elaborate this in context of Startup.	<b>07</b>
	(b) Explain various HR platforms for Startups with their main advantages.	<b>07</b>
<b>OR</b>		
	(b) Explain the various for managing Startup Project. While explain you should consider all the factors for execution of the project.	<b>07</b>
<b>Q.3</b>	(a) Explain types of Startup registration types as per Startup India mandate.	<b>07</b>
	(b) Justify the effective lean problem solving is crucial for Startup success.	<b>07</b>
<b>OR</b>		
<b>Q.3</b>	(a) What is SRM and CRM? Explain in context of Startups.	<b>07</b>
	(b) Explain Startup Self Certification laws narrated by Startup India.	<b>07</b>



- (a) Explain the Project Design and its integrity with suitable examples. **07**
- (b) Elaborate upon the strategies for Purchasing of Material during the execution of any project. **07**

OR

- Q.4**
- (a) Explain project timeline with any examples of your choice. **07**
  - (b) Elaborate upon strategies for Sales presentation and proposal required for Startup Proeject. **07**

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