

Goa Vidyaprasarak Mandal's
GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS
FARMAGUDI, PONDA – GOA
B.COM. UGC-CCFUP (SEMESTER-I) PRACTICAL EXAMINATION OCTOBER 2023
COM-145 – INNOVATION AND START-UPS

Time: 02 Hours

Marks: 24

Instructions: 1) *Attempt any four questions.*
2) *Each question carries 6 marks.*

- 1) Answer any **four** from the following: **(6 X 4 = 24 Marks)**
- a) Draw a business model canvas based on the product of your choice.
 - b) Which of the funding options will you choose to grow/ expand your business?
 - c) Explain Porter's 5 Force Model with the help of a diagram based on a product of your choice.
 - d) Explain the exit strategies used by an entrepreneur when he wishes to discontinue working for the company.
 - e) What are the different ways you can use to grow your business? Explain.
 - f) Explain the SWOT Analysis of a product of your choice.
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