

**INTERNATIONAL INSTITUTE OF HEALTH MANAGEMENT RESEARCH, NEW DELHI.**

**Batch 2019-2021**

**Entrepreneurship**

**End Term Examination**

**Time allowed: 2 hrs**

**Max. Marks: 80**

1. Explain MVP with an example (10 Marks)
2. List top 9 key elements of Business plan (10 Marks)
3. Define 5x ask method of valuation (10 Marks)
4. Please explain Bootstrapping method of funding a start-up (10 Marks)
5. Explain Elevator Pitch with an example (10 Marks)
6. Explain Value proposition of a business idea in detail with an example (10 Marks)
7. Provide key difference between Key Resources and Key Partners in a business with examples. (10 Marks)
8. List down important factors of customer Discovery in detail for a new start-up. (10 Marks)