

1 MAY 2025

NATIONAL LAW UNIVERSITY JODHPUR

End Term Examination April-May, 2025

Semester: UG VIII

Subject: Fundamentals of Entrepreneurship (Optional Subject)

Time: Three Hours

Marks: 100

**Instructions:**

**1. Attempt any five questions**

**2. Each question carry equal marks**

**3. Adhere to the rules of Examination Hall**

Q1). Describe the stages of design thinking using the example of Zomato (now Eternal).

(Marks 20)

Q2). "Debt financing is ideal for established businesses with steady cash flows." In the light of this statement, compare equity and debt finance options for a start up in FMCG sector. Suggest which option is ideal for this start up. Support your answer with an example. (Marks 20)

Q3). Aditya, a Mumbai-based techie, launched Learnvern—a Hindi/regional language coding platform—as a solo founder in 2019. Despite gaining 50,000 users quickly, he struggled with investor reluctance, burnout from handling tech, sales, and compliance alone, and losing ground to competitors like Scaler (co-founded by IIT peers with complementary skills). By 2023, Scaler secured \$100M funding while Learnvern plateaued.

- a) Identify the challenges Aditya faced as a solo founder in India's startup ecosystem.
- b) Suggest a co-founder selection framework for him. (Marks 10+10=20)

Q4). Discuss the components of a compelling investor pitch for securing fundings during the early stage of the startup. (Marks 20)

Q5). Two Bengaluru-based healthtech startups, AarogyaAI (with legal counsel from Day 1) and MediQuick (no legal team until Series A), took different approaches. AarogyaAI patented its diagnostic algorithm, avoided employee poaching lawsuits, and complied with HIPAA-like data laws early. MediQuick, however, faced a trademark dispute, a non-compete lawsuit from a rival, and GDPR fines for poor data handling.

- a) Evaluate why involving lawyers early is critical for Indian startups.
- b) Suggest the ethical practices MediQuick should adopt to ensure healthy competition (Marks 10+10=20)

Q6). Write short notes on the following:

- a) Talent retention
- b) Green infrastructure (Marks 10+10=20)