**Entrepreneurship and Venture Capital Management**

**April 2023 Examination**

**Q1. ‘Employee relationship management is a process that a company uses to effectively manage interactions with employees to achieve the goals of the organization.’ Explain (10 Marks)**

**Ans 1.**

**Introduction**

Organizations are developing big chances connected to covering the business facets to supply the business demand via taken care communication in a worldwide pandemic. In addition, the business that supplies work-from-home services or remote work added the more significant advantage of creating affordable health and wellness criteria to fit the best employees in the business. Employee management software program is the affordable platform companies take on to drive better employee partnerships due to significant company success in the present digital business. Moreover, the demand for far better employee connection management supports

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**Q2. Slurpy is a new mixed fruit juice introduced by Amit Beverages Ltd. The mixed fruit juice has been fortified using various vitamins and minerals. The company designed a unique package for the product, which made it very attractive. Their sales figures were an indication of their success. In order to capture a huge market share, they decided to give exclusive rights to retailers to manufacture and sell the product to the public. Identify and explain this concept. State two factors that help start-ups and also state the advantages to Amit Beverages Ltd. in doing so. (10 Marks)**

**Ans 2.**

**Introduction**

Product packaging is the significant changes and style of consumers associated with product defense to managed product layout. The product style also sees the client's demand to produce actual packaging. In addition, the look of a distinct product style inspires the ideal location values to showcase distinct and unique packaging designs. The green materials help cover the branding and innovative ideas of packaging to attract attention to businesses and shop racks. Amit Drink Ltd presents Slurpy in this inquiry for making a fruit juice. This section will discuss

**Q3. Alan and Roshan have left their existing corporate job and are planning to start an advertising company.**

**a. How do Alan and Roshan approach the funding of their business, whether it should be a bank loan or venture capitalist? Kindly justify (5 Marks)**

**Ans 3a.**

**Introduction**

The business strategy is to assist in finding the very best resources to add business car loans and venture capital to attract funding sources for the business. The slow-moving cash flow and business demand are connected to making the most of the most influential business resources and resources. This area will go over the best financing strategy, small business loans, and venture

**b. Which form of ownership is best for this business (advertising company). Kindly justify. (5 Marks)**

**Ans 3b.**

**Introduction**

Business ownership describes the business over and lawful control to develop the best modification in business. It will offer the legal capacity in the industry to dictate the dealings and business procedures. The various stages of business possession will be talked about in this