

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – I:
STARTUP ENTERPRISE MANAGEMENT

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 Name of the Qualities of Startup successful Entrepreneur is
 - (i) Creativity
 - (ii) Language
 - (iii) Smile
 - (iv) Active
- 2 Show the identification potential business opportunities includes
 - (i) More profit
 - (ii) Scanning Environment
 - (iii) Government policy
 - (iv) Less Expensive
- 3 Expand the term MVP is
 - (i) Minimum Viable product
 - (ii) Maximum Viable product
 - (iii) Master Validated product
 - (iv) Minimum Value Pitfall
- 4 Indicate Growth strategies for startup business Enterprises includes
 - (i) Source of Income
 - (ii) Advertisement
 - (iii) More profit
 - (iv) Reduce cost
- 5 Identify the type of Incubators includes
 - (i) Poultry
 - (ii) Environmental
 - (iii) Size
 - (iv) Innovative

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Explain the Qualities of Startup successful Entrepreneur.
OR
b Outline the Features of Startup business Enterprise.
- 7 a State the different types of Innovation.
OR
b Organize the identification of potential business opportunities.
- 8 a Narrate the Principles of Learn startup Methodology.
OR
b Develop the Importance of business plan model.

Cont...

- 9 a Write note on the Legal Structure in Startup Enterprises.
OR
b Explain the Nature of Trade Mark.
- 10 a Explain the different types of Incubators.
OR
b Describe the various types of Accelerators.

SECTION -C (30 Marks)
Answer ALL questions
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Discuss the Advantages of Startup business Enterprises.
OR
b Examine the Obstacles of Startup business Enterprises.
- 12 a Elucidate the different steps involved in Design Thinking.
OR
b Enumerate the various techniques of Innovation.
- 13 a Justify the process of Minimum Viable Product.
OR
b Identify the different Models of Business Plan.
- 14 a Discover the Growth Strategies for Startup business Enterprises.
OR
b Discuss the Ethical Steps in Startup business Enterprises.
- 15 a Explain the various Schemes measuring for Incubates in India.
OR
b Highlight the Importance of business Incubation.

Z-Z-Z

END