

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2024
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

MAJOR ELECTIVE COURSE – I
START UP 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 Which could provide an individual with the motivation to start a new business venture?
(i) The financial rewards
(ii) A desire to be independent.
(iii) Being made redundant from existing job
(iv) All the above.
- 2 Which of the following shows the process of creating something new?
(i) Business model (ii) Modeling
(iii) Creative flexibility (iv) Innovation
- 3 Which of the following is usually not a barrier to market entry for a small firm?
(i) Economy of scale (ii) Good ideas.
(iii) Switching costs. (iv) Access to distribution.
- 4 Intellectual Property laws can protect _____
(i) Trademarks. (ii) Copyright.
(iii) Patents. (iv) All the above.
- 5 A Start-up incubation centre called the centre for Entrepreneurship Opportunities and Learning (CEOL) was inaugurated by Nirmala Sitharaman, the Defence Minister of India in _____
(i) Mangalore, Karnataka (ii) Nagpur, Maharashtra
(iii) Bhopal, Madhya Pradesh (iv) Surat, Gujarat

SECTION - B (15 Marks)

Answer ALL Questions

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

- 6 a What is a startup and its features?
OR
b Bring out the advantages of a startup business.
- 7 a What do you mean by identification of business opportunities?
OR
b Narrate the innovative thinking skills.
- 8 a Write a short note on lean startup business.
OR
b Explain the idea development and validation.
- 9 a Write a short note on i) Patents ii) Copyrights
OR
b Explain the TTO.

Cont...

- 10 a What do you mean by Pre-incubation and incubation?

OR

- b Outline the schemes for incubators in India.

SECTION -C (30 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** Marks

(5 x 6 = 30)

- 11 a Discuss the reasons for failure of startups.

OR

- b Elucidate the qualities of a startup entrepreneur.

- 12 a Enumerate the tools and techniques for innovation.

OR

- b Describe the steps involved in design thinking.

- 13 a Examine the tools for development of minimum viable product.

OR

- b Explain the learn method with suitable examples.

- 14 a Discuss the ethical steps in establishing a startup.

OR

- b Explain the growth strategies for a startup business.

- 15 a Explain the schemes and support measures for incubates in India.

OR

- b Briefly explain the types of incubators.

Z-Z-Z

END