

PSG COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2025
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

MAJOR ELECTIVE COURSE – I STARTUP ENTERPRISE MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry **EQUAL** marks

$$(10 \times 1 = 10)$$

Cont...

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the major features of a startup with suitable examples.	K2	CO3
		(OR)		
	11.b.	Identify and describe the common obstacles faced by startups in India.		
2	12.a.	Discuss how an entrepreneur can identify viable business opportunities in the market.	K3	CO2
		(OR)		
3	12.b.	Illustrate the steps involved in the process of design thinking with a business scenario.	K3	CO2
	13.a.	Apply the Build-Measure-Learn cycle to a startup idea and explain each stage with an example.		
4		(OR)	K4	CO4
	14.a.	Analyze the different legal structures available for startups and their implications.		
		(OR)		
5	14.b.	Examine the role of intellectual property rights in the early stage of startups.	K2	CO3
	15.a.	Define Pre-incubation and explain its significance in the growth of startups.		
		(OR)	K2	CO3
	15.b.	Evaluate the role of facilities and services provided in a business incubator in supporting startups.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks

 $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16.	Examine the role of the Government of India in developing the startup ecosystem through Startup India and related schemes.	K4	CO4
2	17	Explain in detail the essential skills required for creativity and innovation with suitable examples.	K2	CO3
3	18	Analyse the stages of attaining Problem-solution fit and Market-product fit in a startup context.	K4	CO4
4	19	Evaluate the role and importance of a Technology Transfer Office (TTO) in promoting entrepreneurship and innovation.	K4	CO4
5	20	Discuss the schemes and support measures for incubates in India	K3	CO2