

**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 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	A startup enterprise primarily refers to a) A traditional business b) A new business venture with innovation and scalability potential c) A family business d) A government-owned company	K1	CO1
	2	Startup ecosystem in India is ranked globally as one of the a) Top 5 ecosystems b) Bottom 20 ecosystems c) Only agriculture-based ecosystem d) Least innovative ecosystems	K2	CO2
2	3	Ideation refers to a) Business registration b) Generation of new ideas c) Profit maximization d) Market expansion	K1	CO1
	4	Creativity is best defined as a) Implementing ideas into reality b) Generating novel and useful ideas c) Managing business processes d) Following rules	K2	CO4
3	5	A prototype in Lean Startup is primarily used for a) Mass production b) Customer feedback and testing c) Advertising purposes d) Legal compliance	K1	CO1
	6	A pivot in Lean Startup means a) Scaling operations b) A fundamental change in product strategy c) Reducing prices d) Increasing advertisements	K2	CO2
4	7	Which of the following is a patent database? a) IPO Patent Search b) Amazon c) Flipkart d) LinkedIn	K1	CO1
	8	Bootstrapping means a) Raising funds through IPO b) Self-financing the startup c) Government grant d) Bank loan	K2	CO4
5	9	T-Hub is a successful incubator located in a) Bangalore b) Hyderabad c) Pune d) Delhi	K1	CO1
	10	The exit strategy in incubation refers to a) Expansion into new markets b) Leaving the incubator after achieving growth c) Firing employees d) Government closure	K2	CO4

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks

(5 × 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)			
	12.b.	Illustrate the steps involved in the process of design thinking with a business scenario.		
3	13.a.	Apply the Build–Measure–Learn cycle to a startup idea and explain each stage with an example.	K3	CO2
	(OR)			
	13.b.	Demonstrate the importance of customer feedback in the Lean Startup methodology.		
4	14.a.	Analyze the different legal structures available for startups and their implications.	K4	CO4
	(OR)			
	14.b.	Examine the role of intellectual property rights in the early stage of startups.		
5	15.a.	Define Pre-incubation and explain its significance in the growth of startups.	K2	CO3
	(OR)			
	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 × 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

Z-Z-Z

END