

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION MAY 2023
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)
DISCIPLINE SPECIFIC ELECTIVE – I: STRATUP ENTERPRISE
MANAGEMENT

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (10 x 1 = 10)

- 1 Which one of the following shows the process of creating something new?
(i) Business model (ii) Modeling
(iii) Creative flexibility (iv) Innovation
- 2 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) Risk taking (iv) All the above
- 3 Trademarks relate to _____.
(i) Practice and knowledge acquired through experience (ii) The protection of proprietary information of commercial value
(iii) The right to reproduce one own original work (iv) Brand identity
- 4 Which of the following is the reason for business failure?
(i) Lack of market research (ii) Poor financial control
(iii) Poor Management (iv) All the above
- 5 _____ is the problem solving techniques design to produce numerous ideas in a short period.
(i) Synectics (ii) Delphi technique
(iii) Brain storming (iv) Nominal group technique
- 6 Which of the below does not form Intellectual property?
(i) Trade Mark (ii) Patents
(iii) Tangible Asset (iv) copyright
- 7 Business risk can be _____.
(i) Avoided (ii) Reduced
(iii) Ignored (iv) Erased
- 8 The content of the final report includes the following.
(i) Executives summary (ii) Review and analysis
(iii) Recommendations (iv) All the above
- 9 Who took the lead to extent financial assistance to small scale Industries?
(i) SBI (ii) IFCI
(iii) IRBI (iv) None of these
- 10 _____ aims to support ambitious and Innovative entrepreneur to transform their ideal in to a minimum viable product.
(i) Pre Incubation program (ii) Incubation program
(iii) Post Incubation program (iv) None of these

Cont...

SECTION - B (35 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks (5 x 7 = 35)

- 11 a List out the features of startup enterprise.
OR
b Discuss the obstacles involved in start up business.
- 12 a Explain the types of innovation in start up enterprise.
OR
b Explain the skills required for creative and innovative thinking.
- 13 a Explain the methodology involved in Lean start up business.
OR
b How do you develop and validate an ideas of a Lean start up business?
- 14 a List out the ethical steps in establishing a start up business.
OR
b Highlight the growth strategies for a start up business.
- 15 a Explain the importance of Pre Incubation and Incubation.
OR
b Highlight the types of Incubators.

SECTION - C (30 Marks)

Answer any **THREE** Questions

ALL Questions Carry **EQUAL** Marks (3 x 10 = 30)

- 16 Explain the reason for failure of start ups in India.
- 17 Discuss the steps involved in design thinking.
- 18 Enumerate the Business plan model.
- 19 Discuss the generation of IP at the early stage of a start up Business.
- 20 Explain the stages involved in Business Incubation.

Z-Z-Z END