

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

BBA DEGREE EXAMINATION DECEMBER 2022
(Fifth Semester)

Branch – BUSINESS ADMINISTRATION (RETAIL MANAGEMENT)

DISCIPLINE SPECIFIC ELECTIVE – I:
STARTUP 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 of the following shows the process of creating something new?
(i) Business model (ii) Modeling
(iii) Creative flexibility (iv) Innovation
- 2 Which one of the following is an important source of idea generation?
(i) Existing products and service (ii) Distribution channels
(iii) Federal government (iv) Consumers
- 3 For generating ideas an entrepreneur must focus on _____.
(i) Society (ii) Business Objective
(iii) Need and wants of people (iv) All the above
- 4 In the screening process step of business opportunity identification, an entrepreneur should take a _____.
(i) Macro perspective (ii) Micro perspective
(iii) Broader perspective (iv) None of the above
- 5 Finance plan for the business should include _____.
(i) Projected Balance sheet (ii) Profit fore cast
(iii) Cash flow fore cast (iv) All the above
- 6 Which one of the following is an informal way of raising funds for business?
(i) Loans (ii) family
(iii) friends (iv) All these
- 7 What are the primary sources of funding for entrepreneurs?
(i) Personal savings & Individual Investors
(ii) Finance companies & Banks
(iii) The small Business Administration & Banks
(iv) Former employers & Economic development Authority
- 8 Incubators provide _____.
(i) Entrepreneurial counselling (ii) Access to financing
(iii) Technical support (iv) All of these
- 9 Expand MVP.
(i) Master Validated product (ii) Minimum viable product
(iii) Minimum value pitfall (iv) Maximum viable product
- 10 Which collaborative program designed to help new start up succeed?
(i) Incubator (ii) Design thinking
(iii) Accelerator (iv) Lean methods

Cont...

SECTION - B (35 Marks)

Answer ALL Questions

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

- 11 a List out the advantages and disadvantages of a startup business.
OR
b Describe the process involved in launching a startup enterprise.
- 12 a How to identify the business potential and business opportunities.
OR
b Narrate the stages of the creative process in business.
- 13 a Explain the Lean start up methodology and how can you use it in your business?
OR
b Explain the process and tools for development of minimum viable product (MVP).
- 14 a State the funding sources for a start up business.
OR
b Explain the following a) Patents b) Copy rights c) Trademarks.
- 15 a Classify the types of incubators.
OR
b State the successful incubators & Accelerators in India.

SECTION - C (30 Marks)

Answer any THREE Questions

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

- 16 Highlight the successful start up entrepreneurs in India and at global level.
- 17 Discuss the steps involved in design thinking.
- 18 Enumerate Lean business canvas.
- 19 Elucidate the growth strategy for a start up business.
- 20 Discuss the schemes and support measures for incubators in India.

Z-Z-Z

END