

**FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024****MDC****COM1FM105(1) BUSINESS START-UP ESSENTIALS****Time : 1 Hrs 30 Mins****Maximum Marks : 50**

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A					Ceiling Marks : 16
Answer all questions. Each carries 2 marks.					
No.	Question	M	BL	CO	
1.	Define startup eco system?	2	2	CO1	
2.	List three common methods entrepreneurs use to generate business ideas.	2	1	CO1	
3.	Develop a unique business idea that solves a problem in your local community.	2	6	CO1	
4.	Discuss why including a competitive analysis is important in a business plan.	2	2	CO2	
5.	How would using credit cards as a self-funding option impact the financial health of a small business?	2	2	CO1 CO3	
6.	How could a startup utilize peer-to-peer lending to finance its operations? Describe the process briefly	2	2	CO3	
7.	Why is financial planning important for a startup's long-term success?	2	2	CO3	
8.	Analyze the challenges of using invoice financing for small businesses?	2	4	CO3	
9.	Analyze the impact of competitive pricing on a startup's market entry strategy?	2	4	CO3	
10.	Analyse the significance of the 'consideration' element in a contract. Why is it essential for the contract to be enforceable?	2	2	CO4	
Section B					Ceiling Marks : 24
Answer all questions. Each question carries 6 marks.					
No.	Question	M	BL	CO	
11.	Explain the components and importance of start up eco system.	6	2	CO1	
12.	Explain the importance of understanding both market demand and competition when evaluating a market opportunity?	6	5	CO1	
13.	Describe how a business plan can be used as a tool to attract potential investors or secure loans from banks?	6	1	CO2	
14.	Analyze the challenges startups face in securing venture capital funding, particularly in high-growth industries like technology or biotech?	6	4	CO1 CO3	
15.	Define intellectual property (IP) protection, and why is it important for businesses to secure it?	6	1	CO4	
Section C					
Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)					
No.	Question	M	BL	CO	
16.	Analyze the impact of both primary and secondary market research on the decision-making process of a startup launching a subscription-based meal service. How can each type of research shape product development, pricing, and marketing strategies?	10	5	CO2	
17.	Evaluate the importance of considering factors such as liability, taxation, and funding requirements when choosing a business structure. How do these considerations differ for startups compared to established businesses	10	4	CO4	