

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025**(Regular/Improvement/Supplementary)****MULTI DISCIPLINARY COURSE****BIB1FM105: ENTREPRENEURSHIP AND START-UP****Time : 1 ½ Hrs.****Maximum Marks : 50**

M – Mark

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

CO - Course Outcome

Section A: Answer all questions. Each carries 2 marks. Ceiling: 16 Marks				
No.	Question	M	BL	CO
1.	State the classification of entrepreneurs.	2	2	CO1
2.	Analyze the importance of validating customer requirement in the success of a business.	2	5	CO3
3.	Name two common techniques used for generating business ideas.	2	1	CO2
4.	Mention any one method of identifying market needs.	2	2	CO2 CO3
5.	Write a note on market validation.	2	2	CO2
6.	Name any two marketing and sales strategies used in business.	2	5	CO2
7.	What is the purpose of an executive summary in a business plan?	2	1	CO3
8.	Name two common revenue generation methods of startup companies.	2	2	CO3
9.	Define a Limited Liability Company (LLC) and its main advantage for business owners.	2	2	CO6
10.	What are the various fund raising strategies for startups?	2	1	CO5 CO6
Section B: Answer all questions. Each carries 6 marks. Ceiling: 24 Marks				
No.	Question	M	BL	CO
11.	Explain the classification of entrepreneurs.	6	2	CO1 CO3
12.	Elaborate the need of market validation interview in a target market.	6	6	CO5 CO6
13.	Name any two components of a business plan.	6	4	CO3
14.	How does the management team impact investor confidence in a business?	6	3	CO4
15.	Evaluate the advantages and disadvantages of forming a sole proprietorship firm for a small -sized business.	6	3	CO6
Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)				
No.	Question	M	BL	CO
16.	What is market research? What are the two types of market research?	10	4	CO2
17.	Write a note on various Government institutions helping start up in India.	10	5	CO6