D1BCM2504

Name: ....

Reg. No.: ....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

MULTI DISCIPLINARY COURSE

COM1FM105(1): BUSINESS START-UP ESSENTIALS

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.	Explain the term Home-based Entrepreneurship.	2	2	CO1
2.	List three common sources of industry trend data in the technology sector.	2	1	CO2
3.	Analyze how shifts in consumer behavior can impact industry trends in the electric vehicle market?	2	4	CO2
4.	List the advantages of taking a personal loan as a form of self-funding for a startup.	2	2	CO1 CO3
5.	Analyze the consequences of poor financial management on the survival of a new business.	2	4	CO3
6.	List the factors that an entrepreneur should consider when choosing a business structure.	2	2	CO4
7.	How would a partnership agreement help prevent conflicts between business partners?	2	2	CO4
8.	What factors should an entrepreneur consider when choosing a business structure?	2	2	CO4
9.	How would a sole proprietorship manage risks differently compared to a corporation?	2	2	CO4
10.	State the significance of the 'consideration' element in a contract. Why is it essential for the contract to be enforceable?	2	2	CO4

Section B: Answer all questions. Each carries 6 marks.
Ceiling: 24 Marks

No.	Question	M	BL	CO
11.	List different types of Entrepreneurship.	6	1	CO1
12.	Analyze the importance of psychographic data in defining customer personas for a luxury automobile brand. How can this information be used to create more effective marketing strategies?	6	4	CO2
13.	Analyze the long-term sustainability of a business that relies on bootstrapping compared to one that seeks external funding early on. Discuss the potential advantages and limitations for growth.	6	4	CO1 CO3
14.	Explain the key differences between peer-to-peer lending, invoice financing, and business accelerators as alternative financing methods. How do they cater to different financing needs of startups?	6	4	CO3
15.	What is intellectual property (IP) protection, and why is it important for businesses to secure it?	6	1	CO4

Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)

No.	Question	M	BL	CO
16.	Evaluate the effectiveness of different market evaluation methods in determining the success of a new venture.	10	5	CO1
17.	Explain why the structure of a business plan is essential in communicating the business’s strategy and goals to different stakeholders.	10	4	CO2