



Reg. No.: .....

Name: .....

### University of Kerala

W6876

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

### MANAGEMENT

### UK3DSCMGT202 - Entrepreneurship and Start Up Eco-system

Academic Level: 200-299

2024 Admission

Time: 1 Hour 30 Minutes(90 Mins.)

Max. Marks: 42

Part A. 6 Marks.Time:6 Minutes.(Cognitive Level:Remember(RE)/Understand(UN)) Objective Type. 1 Mark Each.Answer all questions

Qn No.	Question	CL	CO
1	The authority regulating the securities market in India is  Options : A)RBI B)SEBI C)FSSAI D)MCA	RE	2
2	In SWOT analysis, 'W' refers to _____.	RE	2
3	The objective of the MUDRA Scheme is to provide financial support to _____ entrepreneurs	UN	1
4	Which analytical tool is commonly used in reports to assess internal and external factors  Options : A)PERT B)SWOT C)GDP D)CAGR	UN	2
5	Social entrepreneurs primarily focus on  Options : A)Profit maximization B)Tax benefits C)Social change and impact D)Industrial monopoly	UN	1
6	Which of the following represents the correct order of a startup life cycle?  Options : A)a) Idea → Validation → Growth → Exit B)b) Exit → Idea → Growth C)c) Growth → Idea → Validation D)d) Validation → Idea → Exit	UN	5

**Part B.8 Marks.Time:24 Minutes.(Cognitive Level:Understand(UN)/Apply(AP))Short Answer. 2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Explain the characteristics of an entrepreneur ?	UN	1
8	Explain three major pillars / components required to initiate a startup why all these are essential for a new venture	UN	5
9	If a business faces increased competition, under which element of SWOT does it fall?	AP	2
10	Discuss the life cycles of a startup	AP	3

**Part C. 28 Marks.Time:60 Minutes (Cognitive Level:Apply(AP)/Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer.7 marks each.Answer all 4 Questions choosing among options \* within each question**

Qn No.	Question	CL	CO
11	A) Use format of project report to present your proposed business venture  OR B) Apply the concepts of start up,"A friend wants to start a food delivery service in a competitive market.How would you advise them to choose the right type of start up.	AP	2, 3
12	A) Classify various stages in life cycle of startups  OR B) Compare the importance of the 3 pillars of startup support in the early stages of a startup	AN	4, 3
13	A) Appraise the challenges faced by startups in a competitive market and suggest strategies to ensure long term survival  OR B) Evaluate the importance of various components of a project report in determining the feasibility and success of a new business venture	EV	3, 2
14	A) Judge the support given by MSMEs to Startups	CR	4, 2

Qn No.	Question	CL	CO
	OR B) Construct a project report with imaginary figures		