

First Semester FYUGP Degree (Reg) Examination November 2024
2025

KUIMBCCOM101 - MANAGEMENT OF START-UPS

2024 Admission onwards

Time : 1.5 hours

Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. Enumerate two ways investors contribute to the startup ecosystem.
2. State the year when the Make in India initiative was launched.
3. Recall one reason why market demand is important when selecting a startup venture.
4. List three factors to consider when selecting a type of startup venture.
5. Match the following: (a) IEDC (b) Incubators – with (i) Innovation development (ii) Business scaling.
6. Enumerate two functions of District Industries Centres (DICs) in promoting industrial development.
7. List the key agencies involved in supporting small business enterprises and their specific functions.
8. List two key services provided by Small Scale Industries Development Corporations (SSIDCs).

Section B

Answer any 4 questions. Each carry 6 marks.

9. Hypothesize potential future developments in Kerala's start-up ecosystem and predict how Technopark can evolve to meet emerging needs.
10. Explain the significance of IEDC in nurturing young entrepreneurs and describe its collaborations with educational institutions.
11. Create a strategic plan for a new start-up in the Agro-based sector, detailing how it can utilize the resources provided by DICs and NBFCs. Outline key steps for business development and funding acquisition.
12. Assess the role of collaborative networks among institutions in enhancing financial support for small enterprises.

13. Solve a real-world problem where an entrepreneur needs funding to start a small-scale industry by identifying which agency—State Financial Corporation (SFCs) or Small Industries Development Bank of India (SIDBI)—would provide the best financial support and why.
14. Connect the services provided by the Technical Consultancy Organisation (TCO) with the challenges faced by startups in accessing technical expertise, showing how TCO can assist.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Analyze how mentorship programs influence the strategic development of start-ups.
16. Investigate the role of personal interests and skills in selecting a start-up venture. Illustrate with examples how aligning personal passions with business objectives can lead to greater satisfaction and success for entrepreneurs.