

Reg No:.....
Name :.....

K24FY1220

First Semester FYUGP Commerce Examination
NOVEMBER 2024 (2024 Admission onwards)
KU1MDCCOM101 (MANAGEMENT OF START UPS)
(DATE OF EXAM: 29-11-2024)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. State the role of incubators in supporting startups. 2
2. Define the characteristics of a technology-driven start-up. 2
3. Identify a key function of the Small Industries Development Bank of India (SIDBI). 2
4. State one central-level institution that supports small business enterprises. 2
5. State the primary objective of the Khadi and Village Industries Commission (KVIC). 2
6. Define the main objective of the Kerala Start-up Mission (KSUM). 2
7. State the role of Non-Banking Financial Companies (NBFCs) in supporting start-ups. 2
8. List two services offered by DICs to entrepreneurs. 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. Analyze the impact of the Make in India initiative on the evolution of India's start-up ecosystem. 6
10. Discuss the factors that influence an entrepreneur's decision when selecting a venture. 6
11. Develop a proposal for a new financial support program targeted at small businesses in a specific sector. 6
12. Contrast the functions of the Small Scale Industries Development Corporations (SSIDCs) and the National Small Industries Corporation (NSIC) in promoting small industries and explain how their roles differ in the overall development of MSMEs. 6
13. Evaluate Technopark's impact on Kerala's start-up ecosystem, providing examples of successful start-ups. 6

14. Compare the growth trends of start-ups in various sectors, particularly agro-based start-ups, and discuss the factors contributing to their success. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Synthesize the various methods for validating a start-up idea, such as customer interviews, surveys, and prototypes. Develop a step-by-step guide on how an entrepreneur can implement these methods to increase the likelihood of market success. 14
16. Compare the advantages and limitations of Crowd Funding and Venture Capital for early-stage start-ups. 14

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