



100898

62211

Reg. No.

--	--	--	--	--	--	--	--	--	--

II Semester M.B.A. (Day and Eve.) Degree Examination, December - 2023

MANAGEMENT

Entrepreneurship and Start-ups Management

(CBCS Scheme, 2019 onwards)

Paper : 2.1

Time : 3 Hours

Maximum Marks : 70

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks.

(5×5=25)

1. What do you mean by entrepreneurship? Explain the characteristics of entrepreneurs?
2. What is meant by Idea generation process and mention the techniques of Idea generation?
3. Explain different types of entrepreneurs.
4. What is feasibility study? Explain different types of feasibility study.
5. Write a note on sources of finance for new ventures.
6. What is business ethics? What are the important elements of business ethics?
7. Explain who are Next generation entrepreneurs.

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks.

(3×10=30)

8. Write a note on myths and reality of entrepreneurship.
9. What is a business plan? Explain the contents of a business plan in detail.
10. Explain stand up India and make in India.
11. Explain the role of entrepreneurship in the economic development of a country.

[P.T.O.]



SECTION - C

CASE STUDY (Compulsory Question)**(1×15=15)**

12. Andrew, a recent MBA graduate, is passionate about sustainability and decides to launch a renewable energy startup that specializes in affordable solar energy solutions for rural communities. With a comprehensive business plan and a clear vision, Andrew embarks on the journey of establishing his venture. However, he encounters a multitude of challenges, including securing funding, navigating government regulations, and building a sustainable business model in the renewable energy sector.

Questions:

- a) Draft a feasibility study for Andrew's startup.
- b) Formulate a robust financial management plan that Andrew can implement to secure both initial and long-term funding for his renewable energy startup.
- c) Emphasize the ethical and environmentally friendly aspects of his renewable energy startup to attract conscious consumers.