TB253742K

Reg. No :.....

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION,OCTOBER 2025

2024 ADMISSIONS REGULAR

SEMESTER III - SKILL ENHANCEMENT COURSES (SEC) (MANAGEMENT STUDIES)

MS3SEC01B24 - Entrepreneurship and Startup Ecosystem

Time : 2 Hours

Maximum Marks : 70

Part A

Answer any 2 questions from the bunch of CO1. Each question carries 3 mark. (3x2=6)

1. Enumerate the types of risks that should be considered before embracing a career in entrepreneurship. [CO1,Understand]
2. What do you understand by social entrepreneurship? [CO1,Understand]
3. What are the 5Cs investors look for in prospective entrepreneurs? [CO1,Understand]

Part A

Answer any 3 questions from the bunch of CO2. Each question carries 3 mark. (3x3=9)

4. State any three criteria for identifying a target market segment. [CO2,Understand]
5. What is market feasibility, and why is it important? [CO2,Understand]
6. Explain any three reasons why some business plans become successful. [CO2,Understand]
7. Explain the components included in a brief outline of a feasibility study. [CO2,Understand]

Part B

Answer any 2 questions from the bunch of CO1. Each question carries 5 mark. (5x2=10)

8. Explain the concept of social entrepreneurship. How does it combine profit-making with social impact? [CO1,Understand]
9. Distinguish between environment and personal barriers to entrepreneurship. [CO1,Understand]
10. Compare social enterprise and enterprise. [CO1,Understand]

Part B

Answer any 1 question from the bunch of CO2. Each question carries 5 mark. (5x1=5)

11. List and explain any two tools used for environmental analysis in business planning. [CO2,Understand]
12. Describe the process of transforming an idea into a business opportunity. [CO2,Understand]

Part C

Answer any 1 question from the bunch of CO3. Each question carries 20 mark. (20x1=20)

13. Write a short note on the institutions supporting MSMEs in India. [CO3,Understand]
14. Outline Kerala's start up ecosystem and the role played by various organisations in its upkeep. [CO3,Understand]

Part C

Answer any 1 question from the bunch of CO4. Each question carries 20 mark. (20x1=20)

15. Examine the major components of India's startup ecosystem and how they contribute to entrepreneurial growth. [CO4,Understand]
16. What is your understanding in Make in India. State its features with examples. [CO4,Understand]