FIRST SEMESTER UG DEGREE EXAMINATION, NOVEMBER 2025

(FYUGP)

(Regular/Supplementary/Improvement)

CC24UCOM1FM105(1) - BUSINESS START UP ESSENTIALS

(Commerce - MDC)

(2024 Admission onwards)

Time: 1.5 Hours   Maximum : 50 Marks

Credit: 3

Part A (Short answer questions)

Answer *all* questions. Each question carries 2 marks.

1. How do trade fairs help in generating business ideas?   [Level:2] [CO1]

2. Describe how social listening helps in identifying customer needs.   [Level:2] [CO1]

3. What is a mission statement?   [Level:2] [CO2]

4. Explain two challenges in preparing a business plan.   [Level:2] [CO2]

5. Mention any two methods of market research.   [Level:2] [CO2]

6. What is meant by "equity funding"?   [Level:2] [CO3]

7. How does correct pricing decisions affect the growth of a start-up?   [Level:2] [CO3]

8. What does it mean to reinvest profits in a start-up?   [Level:2] [CO3]

9. Define a contract and explain the meaning of 'offer and acceptance'.   [Level:1] [CO4]

10. Describe three key characteristics of a corporation.   [Level:2] [CO4]

(Ceiling: 16 Marks)

Part B (Paragraph questions/Problem)

Answer *all* questions. Each question carries 6 marks.

11. Write a short note on the significance of entrepreneurship.   [Level:2] [CO1]

12. Discuss the importance of incubators and accelerators in a startup ecosystem.   [Level:2] [CO1]

13. Compare product differentiation and cost advantage.   [Level:2] [CO2]

14. Explain the importance of budgeting in start-up financial planning.   [Level:2] [CO3]

15. Analyse how ethical considerations influence decision-making processes in businesses and the potential consequences of unethical behavior. [Level:4] [CO4]

(Ceiling: 24 Marks)

Part C (Essay questions)

Answer any *one* question. The question carries 10 marks.

16. Analyse the role of customer personas in developing marketing strategies. [Level:2] [CO2]

17. Explain the importance of Intellectual Property Rights (IPR) for entrepreneurs and businesses in a competitive market. [Level:2] [CO4]

(1 × 10 = 10 Marks)

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