Program:	F.Y.B.Com (MS)	**Semester:** I	**Program Code:** UGMS02
Course:	Business Start Up skills		**Course Code:** NUMS105
Duration:	1 Hour	**Examination Pattern:** NEP-Autonomous- External	**Max. Marks:** 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Attempt the following.**		[10]	CO's	KL's
	(a)	**Read the following case study and answer the following questions:**		[05]		
		Aarav, a final-year B.Com. student, starts a small customized T-shirt business with ₹40,000 of his savings. He receives good orders through Instagram, but soon faces a serious problem. He needs additional money to purchase raw materials in bulk, improve packaging and fulfil larger orders. Aarav approaches a bank for a loan but is unable to provide sufficient collateral. His family is also unwilling to invest more money. As a result, he starts rejecting large orders because he does not have enough working capital.			CO2	L4
		I	What is the major financial challenge faced by Aarav?	01		
		II	Suggest three alternative sources of finance that Aarav could explore.	02		
		III	What should Aarav do to manage his working capital more effectively?	02		
	(b)	**Fill in the blanks with an appropriate answer from the alternatives given.**		[05]		
		I	_____ of the following best defines a business start-up		CO1-CO5	LI-L2
			a. An established government organization **b.** A newly established venture designed to address a market need			
			c. A business that operates only internationally **d.** A non-profit organization			
		II	An entrepreneur who continues working towards a goal despite repeated setbacks demonstrates:			
			a. Persistence and resilience **b.** Delegation			
			c. Conservatism **d.** Dependency			

		III	Taking a calculated risk after evaluating its possible consequences demonstrates_____.					
			a.	Risk-taking ability	b.	Financial dependence		
			c.	Avoidance behavior	d.	Operational rigidity		
		IV	Women entrepreneurship contributes to economic development primarily through _____.					
			a.	Employment and income generation	b.	Reduction in innovation		
			c.	Decrease in workforce participation	d.	Restriction of market competition		
		V	Balancing business responsibilities with household responsibilities is an example of a:					
			a.	Technological challenge	b.	Social and family-related challenge		
			c.	Marketing advantage	d.	Financial benefit		
Q. 2		**Attempt the following.**					[10]	CO's	KL's
	(a)	Explain the concept of Business Start-ups and illustrate their key features with suitable examples.						CO1	L2
		OR							
	(b)	Analyze the Business Start-up Ecosystem in India and examine the major factors responsible for the growth of start-ups in the Indian economy.						CO4	L4
Q. 3		**Attempt the following.**					[10]	CO's	KL's
	(a)	Analyze the six forces of change affecting businesses and assess their impact on the development and sustainability of start-ups.						CO4	L4
		OR							
	(b)	Evaluate the effectiveness of various government initiatives and schemes introduced to encourage and support Business Start-ups in India.						CO3	L5

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