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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2024**

Accounting and Finance/Commerce

COP1FM105 (1)/COM1FM105 (1) : BUSINESS START-UP ESSENTIALS

(2024 Admission onwards)

Time : One Hours and a Half

Maximum : 50 Marks

**Section A***Answer all questions.**Each question carries 2 marks.**Ceiling 16 marks.*

1. Define entrepreneurship.
2. What are the qualities of an entrepreneur ?
3. What are the factors to be considered while setting business objectives ?
4. What is meant by market research ?
5. What is meant by Bootstrapping, in the startup context ?
6. What is a venture capital ?
7. Which are the different crowd funding platforms in India ?
8. What are the limitations of sole proprietorships ?
9. What is meant by 'Acceptance of an offer, as per Contract Act.
10. What are trade marks ?

**Turn over**

**Section B**

*All question can be answered.  
Each question carries 6 marks.  
(Ceiling : 24 marks).*

11. Evaluate features of the start-up ecosystem in Kerala.
12. Why entrepreneurship assumes significance ?
13. Why Business Planning is important ?
14. Explain Venture capital funding process.
15. What are the features of a corporate form of organisation ?

**Section C**

*Answer any **one** question. The question carries 10 marks. (1 × 10 = 10 marks).*

16. What are the Components of a business plan ?
17. What are the Ethical Considerations in business.