A1050

Name..........................
Register No................

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

MULTI-DISCIPLINARY COURSE

COM1FM105(1) - BUSINESS START-UP ESSENTIALS

Time:One Hour and a Half | Maximum:50 marks

Section A

Answer the following
2 marks each, 10x2=20 with a ceiling of 16 marks

1. Who is an entrepreneur? CO1
2. List three characteristics of bootstrapping. CO2
3. What is a vision statement? CO2
4. Give any two key elements of a business plan. CO4
5. Give any two benefits of a mission statement. CO3
6. What are the main types of Intellectual Property Rights (IPRs)? CO4
7. What is business planning? CO1
8. Distinguish between technology start-ups and social impact start-ups. CO2
9. What is the difference between fixed and variable expenses in a budget? CO1
10. What is company form of business organisation? CO1

Section B

Answer the following
6 marks each, 5x6=30 with a ceiling of 24 marks

11. Describe the key components of budgeting. CO2
12. What factors should businesses consider when setting a price for their products? CO4
13. Explain the benefits of mission statements. CO1
14. How can a business use pricing strategies to achieve market share growth and customer retention? CO3
15. Explain the process of financial planning in a business. CO2

Turn Over

Section C

Answer any one of the following

10 marks each

16. Analyze the significance of mission and vision statements in guiding a company's strategies and operations. CO2

17. Explain the role of market demand in determining the price of a product. CO1

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