

Reg.No.....

Name.....

26U4155

B B A DEGREE END SEMESTER EXAMINATION - MARCH 2026

UGP (HONS) SEMESTER - 4: (BBA INTEGRATED MARKETING & BBA BUSINESS ANALYTICS)

COURSE: 24UBBACCR204: ENTREPRENEURSHIP AND START-UP ECOSYSTEM

(For Regular 2024 Admission)

Time: 1.5 Hours

Max. Marks : 50

PART A

Answer all 5 questions

1. Define entrepreneur and state any two traits of an entrepreneur. (CO1) R
2. What is Entrepreneurship Development Programme (EDP)? (CO2) U
3. Define subscription business model. (CO3) R
4. What is an incubator in a startup ecosystem? (CO4) U
5. What is franchise business model? (CO3) U

(2 × 5 = 10)

PART B

Answer any 6 out of 8 questions

6. Explain the classification of entrepreneurs based on motivation. (CO1) U
7. Describe the training methodology followed in Entrepreneurship Development Programmes(EDP). (CO2) A
8. Explain the working of freemium business model with suitable examples. (CO3) A
9. Analyze the role of institutional support such as SIDBI in promoting small businesses. (CO4) AN
10. Explain the challenges faced by women entrepreneurs in India. (CO1) U
11. Explain the importance of EDP in developing entrepreneurial skills. (CO2) A
12. Describe the bundling business model with suitable examples. (CO3) A

13. Analyze the role of government startup schemes in supporting new ventures.

(CO4) AN
(5 × 6 = 30)

PART C

Answer any 1 out of 2 questions

14. Compare bundling and razor-blade business models and evaluate their effectiveness in revenue generation.

(CO3) E

15. Design a business plan framework for a startup by identifying key stakeholders in the startup ecosystem.

(CO4) C

(10 × 1 = 10)