

**B A, BSC, BCOM DEGREE END SEMESTER EXAMINATION – MARCH 2026****UGP (HONS.) SEMESTER – 4: – VALUE ADDED COURSE****COURSE CODE - 24UCOMVAC201: ENTREPRENEURSHIP AND STARTUPS***(For Regular 2024 Admission)*

Time: 1.5 Hours

Max. Marks: 50

**SECTION - A*****(Answer any 5 questions. Each question carries 2 marks)***

1. What is IPO? (CO 4, R)
2. State two branding skills required by entrepreneurs. (CO 1, R)
3. What is venture choice? (CO 2, U)
4. Define crowdfunding. (CO 3, U)
5. Mention two exit strategies of a business. (CO 4, R)
6. What is liquidation? (CO 4, R)
7. Mention one entrepreneurial quality and justify. (CO 1, A)

**(2 x 5 = 10)****SECTION - B*****(Answer any 4 questions. Each question carries 5 marks)***

8. Interpret the role of EDP in entrepreneurship growth. (CO 1, An)
9. Examine success traits of a famous entrepreneur. (CO 2, An)
10. Explain bootstrapping with practical examples. (CO 3, A)
11. Analyse the importance of feasibility analysis. (CO 3, An)
12. Evaluate stages of venture growth. (CO 4, E)
13. Critically review strategies used to revive a failing business. (CO 4, E)

**(5 x 4 = 20)****SECTION - C*****(Answer any 2 questions. Each question carries 10 marks)***

14. Explain and justify appropriate startup financing strategies. (CO 3, E)

15. “FreshBite Bakery” was once a popular neighbourhood bakery known for its affordable snacks and fresh bread. Over the last two years, sales have dropped sharply. Customers complain about poor hygiene, outdated menu items, and slow service. Competitors nearby have introduced online ordering, home delivery, and modern café-style seating. FreshBite still relies only on walk-in customers and has not adopted digital payment or marketing methods. The owner is worried about closing the business if losses continue.
- a. Explain the major reasons for the failure of FreshBite Bakery. (CO 4, An)
  - b. Suggest suitable revival strategies to improve the business. (CO 4, E)
16. Develop a comprehensive blueprint for a new business idea. (CO 2, C)
- (10 x 2 = 20)**