

**BA, BSc, BCOM DEGREE END SEMESTER EXAMINATION - MARCH 2026**

**UGP (HONS.) SEMESTER 4: DISCIPLINE SPECIFIC ELECTIVE**

**COURSE: 24UBBADSE201: ENTREPRENEURSHIP DEVELOPMENT**

*(For Regular 2024 Admission)*

Time: 2 Hours

Max. Marks: 70

**PART A**

**Answer all 5 questions**

1. Define entrepreneurship and mention any three features. (CO1 – U)
2. What are the key differences between a social entrepreneur and a business entrepreneur? (CO1 – U)
3. Explain the term EDP and its primary objectives. (CO2 – U)
4. Write short notes on “Bundling” as a business model. (CO3 – U)
5. Explain any three objectives of Small industries development corporation. (CO4 – U)

**(2 × 5 = 10)**

**PART B**

**Answer any 5 out of 7 questions**

6. Discuss the role of entrepreneurs in employment generation. (CO1 – An)
7. State the challenges faced by women entrepreneurs in India. (CO1 – U)
8. Evaluate the contribution of financial institutions in supporting entrepreneurs. (CO4 – Ev)
9. Compare and contrast subscription and freemium business models. (CO3 – An)
10. Explain the various support systems available for entrepreneurs in India. (CO4 – An)
11. Discuss the formalities for registering a small-scale enterprise. (CO2 – An)
12. What role does NIESBUD play in promoting entrepreneurship? (CO4 – U)

**(5 × 5 = 25)**

**PART C**

**Answer 1 out of 2 questions**

13. Discuss the traits of an Entrepreneur and explain how it helps to develop the business (CO1 – A)

**OR**

14. Explain various business models with examples. (CO3 – A)

**(10 × 1 = 10)**

## PART D

### 15. Case Study: Gen Robotics – Innovating with Purpose.

In 2017, a group of young engineers from Kerala came together with a mission that went beyond profits. They founded Gen Robotics; a startup focused on creating socially relevant robotic solutions. Their first and most notable innovation was Bandicoot, the world's first manhole-cleaning robot designed to replace the dangerous and inhumane practice of manual scavenging. Manual scavenging had long been a social stigma and a life-threatening occupation in India, despite legal bans. By introducing a technological alternative, Gen Robotics not only addressed a critical social problem but also created an entrepreneurial opportunity that combined innovation with purpose.

The story of Gen Robotics reflects the core traits of entrepreneurs. The founders demonstrated problem-solving by identifying a deep-rooted social issue that had remained unaddressed for decades. They took significant risks, leaving behind conventional career paths to develop a product with no precedent in India. Their innovation lay in engineering a robotic system that could be controlled with ease, ensuring safety and efficiency while handling hazardous sewage cleaning tasks. The team also showed vision, aspiring not just to sell robots, but to create social impact by restoring dignity to thousands of sanitation workers.

However, the journey was far from easy. Gen Robotics faced multiple challenges in its entrepreneurial path. Funding a robotics startup with a social mission was difficult in the beginning, as investors were unsure about the commercial viability of Bandicoot. The founders also had to work on changing the mindset of municipalities and government bodies, many of whom were sceptical about adopting new technology in civic operations. On top of this, the startup had to invest heavily in research and development, testing, and ensuring compliance with safety and operational standards before Bandicoot could be deployed in real-world conditions.

Despite these hurdles, Gen Robotics demonstrated the scalability of its business model. After successful trials, Bandicoot was adopted by several municipal corporations across India, reducing human involvement in manhole cleaning. The startup also began to attract attention globally, with inquiries from countries in Africa, the Middle East, and Southeast Asia where manual scavenging and unsafe sanitation practices were still prevalent. Gen Robotics started collaborating with governments, NGOs, and international organizations to expand the reach of their solutions, showing how a socially-driven innovation could evolve into a sustainable business with wide applications.

Looking ahead, the growth opportunities for Gen Robotics are substantial. Beyond manhole-cleaning robots, the company is exploring other socially relevant robotic applications in healthcare, disaster management, and industrial safety. With the increasing global emphasis on sustainable cities, smart technologies, and worker

safety, Gen Robotics has the potential to become a leader in purpose-driven robotics. Their journey demonstrates how entrepreneurship can thrive not only on financial success but also by solving pressing social problems with technological creativity.

### **Sub-Questions**

1. What entrepreneurial traits were demonstrated by the founders of Gen Robotics?
2. What challenges did Gen Robotics face in its entrepreneurial journey?
3. How does the case of Gen Robotics show the scalability of a socially-driven business model?
4. What growth opportunities lie ahead for Gen Robotics in India and abroad?

(CO5– An, E)

**(25 × 1 = 25)**