

MODEL QUESTION PAPER 1

ENTREPRENEURSHIP AND STARTUPS

Revision 2021

Semester : 6

Time : 3 Hours

Max.Marks : 75

PART - A

I. Answer all questions in one word or one sentence.

(9 x 1 = 9 Marks)

1	Expand MSME	MO 1.01	R
2	Define Innovation.	MO 1.01	R
3	TBI Stand for	MO 2.01	R
4	List any 2 Pillars of Industry 4.0	MO 2.02	R
5	Define Social Entrepreneurship	MO 2.03	R
6	List any 2 Types of Enterprises	MO 3.01	R
7	Define IPR	MO 3.07	R
8	List any 2 startup incubators in Kerala	MO 4.01	R
9	Define FFS	MO 4.07	R

PART – B

II. Answer any *eight* questions from the following. Each questions carry 3 marks.

(8 x 3 = 24 Marks)

1	Explain Entrepreneurship.	MO 1.01	U
2	Compare a Manager to Entrepreneur.	MO 1.03	U
3	State the need of Technology Innovation in Business.	MO 2.03	U
4	Describe any Ed-Tech Startup Success Story from India	MO 2.05	U
5	Explain KSCSTE.	MO 2.07	U
6	Describe any 3 Ownership Structures.	MO 3.02	R
7	Explain any 3 Startup Funding Options	MO 3.04	R
8	Describe Investor Pitching	MO 3.06	R
9	Describe Business Plan.	MO 4.01	U
10	Explain Bankruptcy	MO 4.02	U

PART – C

Answer ALL questions. Each question carries 7 Marks

(6 x 7 = 42 Marks)

III	Explain Startup Opportunities and Startup Ecosystem in India	MO 1.01	U
	OR		
IV	Describe the functions of Kerala Startup Mission and IEDC	MO 1.07	U
V	Illustrate the steps in Problem Identification	MO 2.01	U
	OR		
VI	Demonstrate a Technology based product for Women Safety	MO 2.02	A
VII	Describe Design Thinking. Explain Stages in Design Thinking	MO 2.04	U
	OR		
VIII	Develop Business Model Canvas for Surgical Mask	MO 2.07	A
IX	Describe the prerequisites and registration formalities of LLP	MO 3.02	U
	OR		
X	Describe the Job Titles and Job Roles in a Startup	MO 3.03	U
XI	Describe Innovation Grants and Patent Support by KSUM	MO 3.05	U
	OR		
XII	Describe Startup Schemes by any 2 Govt. Agencies	MO 3.06	U
XIII	Explain Business Exit Strategies	MO 4.02	U
	OR		
XIV	Illustrate the Strategies for Validating an Idea	MO 4.0 5	U

Prepared and Scrutinized By



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COURSE : ENTREPRENEURSHIP AND STARTUPS

Blue Print : Mark Distribution

Module	Hours / Module	Marks / Module ($h_i / \sum H_i$) * 123 ($\pm 5\%$)	Type of Questions							
			Part A		Part B		Part C		Total	
			No. of Questions	Marks	No. of Questions	Marks	No. of Questions	Marks	No. of Questions	Marks
1	10	20.5	2	2	2	6	2	14	6	22
2	20	41	3	3	3	9	4	28	10	40
3	20	41	2	2	3	9	4	28	9	39
4	10	20.5	2	2	2	6	2	14	6	22
Total	60	123	9	9	10	30	12	84	31	123

Blue Print : Cognitive Level Mark Distribution

Cognitive Level	Marks	% of Marks
Remembering	18	15%
Understanding	91	74%
Applying	14	11%
Analysing		
Evaluating		
Creating		
Total	123	100


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Question Wise Analysis

Q.No	Module Outcome	Cognitive Level	Marks	Time
I.1	MO 1.01	Remember	1	3 Minutes
I.2	MO 1.01	Remember	1	3 Minutes
I.3	MO 2.01	Remember	1	3 Minutes
I.4	MO 2.02	Remember	1	3 Minutes
I.5	MO 2.03	Remember	1	3 Minutes
I.6	MO 3.01	Remember	1	3 Minutes
I.7	MO 3.07	Remember	1	3 Minutes
I.8	MO 4.01	Remember	1	3 Minutes
I.9	MO 4.07	Remember	1	3 Minutes
II.1	MO 1.01	Understand	3	7 Minutes
II.2	MO 1.03	Understand	3	7 Minutes
II.3	MO 2.03	Understand	3	7 Minutes
II.4	MO 2.05	Understand	3	7 Minutes
II.5	MO 2.07	Understand	3	7 Minutes
II.6	MO 3.02	Remember	3	7 Minutes
II.7	MO 3.04	Remember	3	7 Minutes
II.8	MO 3.06	Remember	3	7 Minutes
II.9	MO 4.01	Understand	3	7 Minutes
II.10	MO 4.02	Understand	3	7 Minutes
III	MO 1.01	Understand	7	16 Minutes
IV	MO 1.07	Understand	7	16 Minutes
V	MO 2.01	Understand	7	16 Minutes
VI	MO 2.02	Apply	7	16 Minutes
VII	MO 2.04	Understand	7	16 Minutes
VIII	MO 2.07	Apply	7	16 Minutes
IX	MO 3.02	Understand	7	16 Minutes
X	MO 3.03	Understand	7	16 Minutes
XI	MO 3.05	Understand	7	16 Minutes
XII	MO 3.06	Understand	7	16 Minutes
XII	MO 4.02	Understand	7	16 Minutes
XIV	MO 4.05	Understand	7	16 Minutes