107442

SDCBB-401

IV Semester B.B.A. Degree Examination, June/July - 2026
(SEP 2024 Scheme Freshers)
BUSINESS ADMINISTRATION
Entrepreneurship and Startup Ecosystem
Paper - 4.3

Time : 3 Hours **Maximum Marks : 80**

Instructions :

Answers should be written completely in English only.

SECTION - A

Answer any FIVE of the following questions. Each question carries 2 marks.

(5×2=10)

1. a) Define Entrepreneurship.

   b) State any two differences between a Manager and an Entrepreneur.

   c) What is a Subscription Business Model? Give an example.

   d) What is Churn Rate?

   e) What do you mean by Intellectual Property Rights (IPR)?

   f) Expand CAC, TAM.

   g) Mention any two government institutions supporting startups in India.

SECTION - B

Answer any THREE of the following questions. Each question carries 6 marks.

(3×6=18)

2. Analyze the functions of an entrepreneur in a modern business environment.

3. Examine the essential components of a sound value proposition.

4. Explain the process of preparing a business plan.

5. Evaluate the importance of IPR in protecting a startup's competitive advantage.

6. Discuss the prerequisites for applying to an incubator.

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SECTION - C

Answer any THREE of the following questions. Each question carries 14 marks.
(3×14=42)

7. Explain the different types of entrepreneurs with suitable examples.

8. Explain the steps involved in building successful Business Model Canvas.

9. Critically examine the components of a business plan.

10. Discuss the role of central level institutions in supporting startups and small businesses.

11. Describe the pre-requisites and eligibility criteria for startups applying to an incubator.

SECTION - D

Answer any ONE of the following questions. This question carries 10 marks.
(10×1=10)

12. a) Arjun, an engineering graduate, developed an idea for a smart irrigation system using sensors to help farmers save water. However, he lacked funding, technical guidance, and market access. He applied to an incubation center under the Atal Innovation Mission, a flagship initiative of NITI Aayog. Through this program, Arjun received seed funding support, mentorship from industry experts, access to laboratory and research facilities. He also benefited from schemes like Startup India, which provided tax exemptions and easier compliance. With this institutional support, Arjun successfully launched his startup and partnered with local farmers, improving agricultural productivity.

Questions:

i) What type of institutional support did Arjun receive? Explain.

ii) How did government initiatives help in the success of the startup?

iii) Suggest two additional institutional supports that could benefit Arjun's business.

(OR)

b) Develop a Business Model Canvas for a startup product of your choice.