

15. Which of the following schemes supports women and SC/ST entrepreneurs specifically in starting their enterprises?

- a) Atal Innovation Mission b) Digital India Programme
c) Stand-Up India Scheme d) Udyog Aadhaar Scheme

B. Write short notes on *any five*.

(1×5=5)

1. Entrepreneurship
2. Digital marketing
3. Crowd Funding
4. Effective ways of marketing for startups
5. Feasibility
6. Contents of business plan
7. Importance of entrepreneurship

PART B – DESCRIPTIVE

Answer *any five* questions.

(5×5=25)

1. Explain the elements of entrepreneurship
2. What is the significance of writing a business plan?
3. Explain the various sources of finance?
4. Prominent Indian Government Schemes for start-ups
5. Funding options for Startups.
6. How startups can bring benefits for the economy.
7. Draft a business plan for a new startup using value proposition steps.
8. Qualities of an entrepreneur

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2025

(FYUGP)

(4th Semester)

COMMERCE

Paper Code : SEC-1

(Entrepreneurship and Startup Management)

Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

The figures in the margin indicate full marks for the questions.

PART A – OBJECTIVE

A. Multiple Choice Questions:

(15×½=7½)

1. Which of the following best defines creative behaviour in entrepreneurship?
 - a) Following industry norms
 - b) Replicating existing business models
 - c) Generating original ideas and novel approaches to problem-solving
 - d) Avoiding risk and uncertainty
2. When was the startup launched in India?
 - a) 15th January 2016
 - b) 16th January 2016
 - c) 17th January 2016
 - d) 18th January 2016

(2)

3. Which of the following is NOT a characteristic commonly associated with successful entrepreneurs?
- a) Risk-taking b) Innovation
c) Procrastination d) Vision
4. A startup is typically defined as a company that is:
- a) Fully established with consistent profit
b) In its early stages, aiming for scalable growth
c) Owned by the government
d) Part of a multinational corporation
5. Which of the following is a flagship initiative of the Government of India to promote entrepreneurship and innovation amongst startups?
- a) Make in India Initiative b) Skill India Mission
c) Start up India Scheme d) Digital India Campaign
6. The Atal Innovation Mission was launched by
- a) Ministry of Finance
b) Ministry of Rural Development
c) NITI Aayog
d) Ministry of Tribal Affairs
7. Angel investors are typically
- a) Government institutions
b) Banks
c) Wealthy individuals investing in early-stage Start ups
d) Online lenders
8. The process of creating something new is called
- a) Creativity b) Productivity
c) Innovation d) Management

(Continued)

(3)

9. Which scheme aims to provide mentorship and financial support for startups in rural areas?
- a) PMMY b) Startups India Scheme
c) Micro and Small Business d) Fund of Funds for Startups
10. Entrepreneur plays the following role:
- a) Innovator
b) Balanced regional development
c) Economic growth and prosperity
d) All of the Above
11. Which of the following is a common source of business ideas?
- a) Watching movies b) Market research
c) Listening to music d) Reading fiction novels
12. Which of the following is a major component of a feasibility study?
- a) Daily schedule b) Marketing strategy
c) Political affiliations d) Product aesthetics
13. A feasibility study helps to:
- a) Create advertisements
b) Evaluate the viability of a business idea
c) Settle legal disputes
d) Design product packaging
14. Which ministry is primarily responsible for implementing the Startup India initiative?
- a) Ministry of Finance
b) Ministry of Skill Development
c) Ministry of Commerce and Industry
d) Ministry of Education

(Turn Over)