

**D 133515**

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Name.....

Reg. No.....

**FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION  
NOVEMBER 2025**

Accounting and Finance/Commerce

COP1FM105 (1)/COM1FM105(1)—BUSINESS START-UP ESSENTIALS

(2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

*Answers should be written in English only.***Section A***All questions can be answered.**Each question carries 2 marks.**Ceiling 16 marks.*

1. What do you understand by the term 'entrepreneurial mindset' ?
2. What are start-ups ?
3. What is meant by Business Planning ?
4. What are business objectives ?
5. Which are the Strategies for bootstrapping ?
6. What are the tools for Analyzing industry trends ?
7. Who are angel investors ?
8. Which are the types of financial plans ?
9. What is meant by 'consideration', as per Contract Act ?
10. Which are the different types of contracts ?

**Section B***All questions can be answered.**Each question carries 6 marks.**Ceiling 24 marks.*

11. Which are the methods for identifying customer needs ?
12. What are the features of entrepreneurship ?

**Turn over**

13. What are the types of customer personas ?
14. Explain the features of budgeting.
15. What are the features of partnerships ?

**Section C**

*Answer any **one** question.  
The question carries 10 marks.*

16. Which are the different Pricing strategies ?
17. Explain the nature the features of patent protection in India.

(1 × 10 = 10 marks)

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Time : One Hours and a Half

Maximum : 50 Marks

**Section A***Answer all questions.**Each question carries 2 marks.**Ceiling 16 marks.*

1. Define entrepreneurship.
2. What are the qualities of an entrepreneur ?
3. What are the factors to be considered while setting business objectives ?
4. What is meant by market research ?
5. What is meant by Bootstrapping, in the startup context ?
6. What is a venture capital ?
7. Which are the different crowd funding platforms in India ?
8. What are the limitations of sole proprietorships ?
9. What is meant by 'Acceptance of an offer, as per Contract Act.
10. What are trade marks ?

**Turn over**

**Section B**

*All question can be answered.  
Each question carries 6 marks.  
(Ceiling : 24 marks).*

11. Evaluate features of the start-up ecosystem in Kerala.
12. Why entrepreneurship assumes significance ?
13. Why Business Planning is important ?
14. Explain Venture capital funding process.
15. What are the features of a corporate form of organisation ?

**Section C**

*Answer any **one** question. The question carries 10 marks. (1 × 10 = 10 marks).*

16. What are the Components of a business plan ?
17. What are the Ethical Considerations in business.