K25FY4121 Pages: 2 Reg No:.....
Name:.....

First Semester FYUGP Degree (Reg/Sup) Examination November 2025

KU1MDCCOM101 - MANAGEMENT OF START-UPS

2024 Admission onwards

Time : 1.5 hours Maximum Marks : 50

Section A

Answer any 6 questions. Each carry 2 marks.

1. List two key services provided by KSUM to startups.
2. Recall one example of a successful startup that emerged from Techno Park.
3. Define a technology-driven startup.
4. Describe what a social enterprise focuses on.
5. Recognize one benefit of state-level institutional financial support for small businesses.
6. State the primary objective of the Khadi and Village Industries Commission (KVIC).
7. List three key stakeholders involved in the Indian startup ecosystem.
8. Describe the role of mentorship programs in supporting start-up growth.

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Section B

Answer any 4 questions. Each carry 6 marks.

9. Illustrate the process of applying for financial assistance from a central-level institution. Identify the key steps involved and the documentation required for a successful application.
10. Develop a proposal for a new financial support program targeted at small businesses in a specific sector.
11. Solve a real-world problem where an entrepreneur needs funding to start a small-scale industry by identifying which agency—State Financial Corporation (SFCs) or Small Industries Development Bank of India (SIDBI)—would provide the best financial support and why.
12. Explain how the Make in India campaign has contributed to the growth of the Indian start-up ecosystem.

13. Explain the significance of networking within mentorship programs for start-ups and evaluate how this can lead to potential funding opportunities.

14. Analyze the role of private equity in scaling start-ups and evaluate the risks and benefits associated with this form of funding.

Section C

Answer any 1 questions. Each carry 14 marks.

15. Develop a strategy to facilitate the growth of agro-based start-ups in Kerala. Propose how the Kerala Start-up Mission and DICs can collaborate to support these enterprises.

16. Collaborate with peers to create a list of essential skills and resources needed for social enterprises.

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