



First Semester FYUGP Degree Supplementary Examination
January 2025/Regular Examination November 2024
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. State the role of incubators in supporting startups.
2. Identify the key differences between social enterprises and lifestyle businesses.
3. Describe the process of idea validation in the context of launching a start-up.
4. List the key agencies involved in supporting small business enterprises and their specific functions.
5. Label the type of institution that operates at the state level to support small enterprises.
6. Explain how the Small Industries Development Bank of India (SIDBI) supports startups and MSMEs in accessing financial resources.
7. Describe the main function of State Financial Corporations (SFCs).
8. List two key services provided by KSUM to startups.

Section B

Answer any 4 questions. Each carry 6 marks.

9. Classify the various types of stakeholders involved in the Indian start-up ecosystem, and explain how each contributes to the success of a start-up.
10. Identify the key resources needed for launching a successful lifestyle business and explain how they differ from those required for technology-driven ventures.
11. Explain the importance of idea validation in the start-up launch process and how it impacts future success.
12. Compare and contrast the financial assistance programs offered by central-level and state-level institutions for small businesses.
13. Examine the role of Technical Consultancy Organizations (TCOs) in assisting small enterprises.

14. Describe the objectives of the Kerala Start-up Mission (KSM)

Section C

Answer any 1 questions. Each carry 14 marks.

15. Analyze the start-up ecosystem in Kerala, focusing on Techno Park and incubators. Construct a framework to enhance support for start-ups in various sectors.
16. Compare and contrast the funding mechanisms available to start-ups in India, such as crowd funding, venture capital, private equity, and angel investing, highlighting their advantages and challenges.