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Reg.No : .....

Name : .....

**MAHATMA GANDHI UNIVERSITY, KOTTAYAM**  
**MGU-UGP (HONOURS) Regular EXAMINATION October 2025**  
**Third SEMESTER**  
**Discipline Specific Core Course (DSC) - MG3DSCBST200 -**  
**ENTREPRENEURSHIP AND STARTUPS**  
(2024 ADMISSION ONWARDS)

**Duration: 2 Hours**

**Maximum Marks: 70**

*Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)  
and Appreciation(Ap)*

Students should attempt at least one question from each course outcome to enhance their overall  
outcome attainability.

**Part A**

Very Short Answer Questions

Answer any **10** questions

Each question carries **1** marks

1. Mention the main characteristic of a resilient entrepreneur. [U] / [CO1, CO2]
2. What is innovation? [U] / [CO1, CO2]
3. What is it called when an entrepreneur uses personal savings and profits to start a business? [U] / [CO3]
4. What benefit do startups get under Green Channel? [K] / [CO4]
5. What is the term for the process from idea inspiration to business launch? [U] / [CO1]
6. What is the process of evaluating the feasibility, market potential, and viability of a business idea before investing time and resources into its execution called? [U] / [CO1, CO2]
7. List any two key resources given by the Women Entrepreneurship Platform (WEP) to women entrepreneurs. [U] / [CO3, CO4]
8. What is Startup India Scheme? [U] / [CO4]

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|--|------------------|
| 9. Which business model lets customers use a product without owning it, with charges based on usage or time, while the provider handles maintenance? | [U] / [CO1, CO2] |
| 10. Which SCAMPER checklist encourages merging two or more ideas, products, or processes to create something new?                                    | [U] / [CO1, CO2] |
| 11. What is a pitch deck?  | [U] / [CO3]      |
| 12. To access government seed funding, which nodal agency registration is mandatory for incubation centres?  | [U] / [CO5]      |

**[1x10 = 10]**

### **Part B**

Case Study/ Situation Analysis

Answer any 1 questions

Each question carries **30** marks

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|---|------------------------|
| 13. A young farmer named Anju from Vagamon (Idukki) started “Pattumala Mushrooms”, cultivating oyster and button mushrooms using organic methods. She sells fresh mushrooms to supermarkets, creates value-added products (mushroom pickle, mushroom powder), and runs weekend workshops on mushroom farming for local women. | [An] / [CO1, CO2, CO5] |
|---|------------------------|

Answer the following Questions (6 marks each):

1. What business models are applied here?
2. Which entrepreneurial mindset qualities are visible?
3. Classify the type of entrepreneur.
4. Suggest a marketing strategy (STP or 4Ps).
5. What can Anju do to ensure growth and sustainability?

- |   |                        |
|---|------------------------|
| 14. Karan is passionate about sustainability and wants to create eco-friendly household products. He’s worried about initial funding and market acceptance. His friend Tia encourages him with Raj’s example. | [An] / [CO1, CO2, CO5] |
|---|------------------------|

Tia: “Raj began selling eco-friendly bamboo toothbrushes at college fairs. He reinvested his earnings to add more products. Now his products are stocked in several retail stores.”

Karan: “But the market is already crowded.”

Tia: “Raj found his niche through unique branding and storytelling. With your creativity, you can stand out too.”

Answer the following questions (6 marks each):

1. What challenges are discouraging Karan from starting his eco-friendly venture?
2. Identify and explain the entrepreneurial traits Raj exhibited that led to his growth.
3. How can Karan learn from Raj’s branding and scaling strategies?

4. Suggest ways Karan can fund his business in the early stages without large investments.
5. Evaluate how differentiation and niche positioning can help small businesses in competitive markets.
15. A private college in Ernakulam is debating how to formalize its incubation centre. The management is considering registering it as a Trust, a Society, or a Section 8 Company. The college currently has an IIC with 120 active student members and allocates ₹10 lakh annually for incubation activities. A Trust would be simple but have only local recognition, a Society would have moderate compliance with state-level scope, while a Section 8 Company would involve higher compliance but allow CSR funding eligibility. The students strongly support Section 8 registration, citing CSR opportunities, while management prefers simpler options. The decision now rests on balancing compliance, funding, and stakeholder needs. [An] / [CO4, CO5]
- Answer the following questions:
- (a) Compare Trust, Society, and Section 8 Company. (6 Marks)
- (b) How does CSR funding influence the decision? (6 Marks)
- (c) What challenges exist in running a Section 8 Company? (6 Marks)
- (d) Should student preferences or management concerns dominate? (6 Marks)
- (e) Recommend the best option for the incubation centre. (6 Marks)

[30x1 = 30]

### Part C

Case Study/ Business Plan/ Project Report

Answer any 1 questions

Each question carries 30 marks

16. Prepare a business plan for setting up a small-scale papad-making unit. Consider traditional recipes, market potential, and investment needs. An outline of the business plan with key details is given below; [C] / [CO1, CO2, CO3, CO5]
- *Executive Summary*
  - *Introduction & Objectives – Popular Indian snack, consistent household demand.*
  - *Raw Materials – Urad dal flour, spices, salt, packaging material.*
  - *Production Process – Dough preparation, rolling, drying, packing.*
  - *Machinery – Dough kneader, rolling machine, drying racks.*
  - *Manpower – 3 workers, 1 supervisor, 1 packer.*
  - *Cost Estimates – Equipment (₹1,20,000), rent, working capital.*
  - *Financials – Monthly production 1-ton, good profit margin, break-even <1 year.*
  - *Marketing – Local grocery stores, wholesale distributors, online B2B.*
  - *Conclusion – Low-cost, high-demand product with expansion potential.*

17. A student group wants to produce cleaning lotions for homes using lotion-making kits at a low cost. They also plan to recycle the used bottles collected from shops to reduce waste and keep the cost affordable. [C] / [CO3, CO5]

Prepare a business plan by answering the following questions:

1. What issue are they solving with this product?
2. How does their product offer a safe solution?
3. Who will use the product, and how will they be reached?
4. Write an elevator pitch to introduce this cleaning lotion.
5. How should they communicate the benefits during a presentation?

18. Two engineering students are preparing to present their solar lamp idea at an Entrepreneurship Development Club event. Their product, a low-cost solar lamp priced at ₹700, addresses frequent power cuts in rural areas. With a large potential market in nearby districts, they must carefully highlight key aspects of their pitch such as affordability, accessibility, and the problem-solving nature of their product. They also need to explain the cost–price relationship, showcase the social benefits of lighting rural households, and discuss how the idea can be scaled to reach larger markets. [C] / [CO1, CO2, CO3, CO5]

Answer the following questions:

- (a) What key elements should they emphasize in their business idea pitch? (6 Marks)
- (b) How can they best highlight the affordability of their product? (6 Marks)
- (c) In what ways can they showcase the social impact of the solar lamp? (6 Marks)
- (d) Why should they compare cost and selling price in their pitch? (6 Marks)
- (e) How does explaining scalability add strength to their presentation? (6 Marks)

**[30x1 = 30]**