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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-BBA (HONOURS) REGULAR EXAMINATION OCTOBER 2025
THIRD SEMESTER
Skill Enhancement Course (SEC) - MG3SECBBA200 -
ENTREPRENEURSHIP AND STARTUP ECOSYSTEM
(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

Short Answer Questions(four to five sentences)

A choice between two options for each question, answer five short answer questions, one from each pair

1a. Meena believes that only rich people can start a business. [U] / [CO1]
Which myth is evident here? Explain why it is incorrect.

OR

1b.. Define women entrepreneurship. [K] / [CO1]

2a. State any three reasons why entrepreneurs need a business plan. [K] / [CO2]

OR

2b. Briefly explain how effectively problem solving approach is applied in business idea generation? [U] / [CO2]

3a. Define joint venture. State any two advantages of joint venture [K] / [CO3]

OR

3b. State the role of State Finance Corporations (SFCs) [K] / [CO3]

4a. Explain how does a Startup ecosystem support entrepreneurship? [A] / [CO4]

OR

- 4b. Discuss the key features of the stand up India scheme. [U] / [CO4]
- 5a. Explain Startup India policy. [U] / [CO4]

OR

- 5b. List out any four indicators of ease of doing business. [U] / [CO4]
- [5x3 = 15]**

Part B

Short Essay

A choice between two options for each question, answer three short essay questions, one from each pair

- 6a. Explain why financial feasibility is often considered the most critical type of feasibility study in evaluating new ventures. [U] / [CO2]

OR

- 6b. Explain the key methods used to validate a business idea [U] / [CO2]
- 7a. Explain why a business plan is referred to as the “roadmap” of a business. [U] / [CO2]

OR

- 7b. Briefly explain SWOT analysis [U] / [CO2]
- 8a. Define Fabian entrepreneurs and explain their characteristics. [U] / [CO1]

OR

- 8b. Discuss any four environmental barriers that affect entrepreneurship. [U] / [CO1]
- [3x5 = 15]**

Part C

Long Essay

A choice between two options for each question, answer one long essay question, one from each pair

- 9a. A renewable energy startup trains rural youth, provides electricity, and promotes clean energy: [U] / [CO1]
- a) Explain its contribution to economic and social development.
- b) Discuss the broader role of entrepreneurs in sustainable and inclusive growth with examples.

OR

9b.

[U] / [CO1]

In a small coastal town in Kerala, a group of women noticed the growing problem of plastic waste harming marine life. With the support of a local NGO, they started an enterprise that produced eco-friendly bags and household products made from recycled cloth. The group created employment opportunities for nearly 50 rural women who had no prior work experience. Over time, their brand gained recognition, and they began selling their products in nearby cities. Though profit was modest, the women were motivated by the environmental and social changes they were making.

Meanwhile, in a textile manufacturing company located in the same region, Priya, an employee in the research department, developed a method to recycle leftover fabric waste into insulation material. The management encouraged her idea and allocated resources to scale it. This innovation not only reduced production costs but also improved the company's reputation for sustainable practices.

Questions:

(a) Explain how the women's eco-friendly bag initiative reflects the principles of social entrepreneurship.

(b) Describe how Priya's contribution demonstrates intrapreneurship and discuss its significance for the company.

[1x20 = 20]

Part D

Compulsory Case Study

10a. A group of five friends decide to open a chain of organic grocery stores across Kerala. They want to form a **private limited company** and eventually expand nationwide. Analyse the formalities of registration they must complete before starting operations and evaluate how non-compliance could affect their business growth.

[An] / [CO2]

[1x20 = 20]