

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)

Chromepet, Chennai - 600 044.

B.Com. PA- END SEMESTER EXAMINATIONS - APRIL 2025

SEMESTER -VI

24UPAET6A03 - Startup Entrepreneurship

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions (10 × 2 = 20 Marks)

1. List three techniques for generating innovative ideas.
2. What is the relationship between innovation and entrepreneurship?
3. Explain the key differences between bootstrapping and venture capital.
4. List three operational challenges startups face when scaling up.
5. What is the purpose of market research in the process of transforming an idea into a startup?
6. Describe any one key leadership lesson from a successful entrepreneur.
7. Describe the essential components of an effective pitch for investors.
8. Describe the importance of maintaining company culture during team expansion.
9. Explain the "Zoom in, Zoom out, Zoom in" method for ideation.
10. State the importance of customer segmentation in identifying a target market.
11. What is meant by managing cash flow and burn rate in the early stages of a startup?
12. What are the key marketing strategies for scaling a startup?

Section C

Answer any **FOUR** questions (4 × 5 = 20 Marks)

13. Describe the role of creativity in entrepreneurship.
14. Describe the role of market research and feasibility analysis in transforming an idea into a tangible product or service.
15. Justify the importance of building a culture of innovation in startups.
16. Classify in brief about Onboarding Suppliers.

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17. Distinguish between the challenges of expanding the team and maintaining company culture.
18. Classify the key stages of managing risk and uncertainty in the early phases of a startup.
