QP Code: U25DR004

Reg. No : ....
Name : ....

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

I SEMESTER(FYUGP/FYVP) DEGREE REGULAR EXAMINATIONS NOVEMBER 2025

COM1FM105(1) : BUSINESS START-UP ESSENTIALS

2025 Admission Onwards

(Credits: 3)

Time:1. 5 Hours **Maximum Marks: 50**

Section A

*Answer **All**. Each question carries **2** Marks.* ***(Ceiling: 16 Marks)***

1. Define the term market opportunity.
2. What is brainstorming?
3. Write a SMART objective for a business whose mission is to promote eco-friendly living.
4. What is market research?
5. What is bootstrapping in business?
6. Who is an angel investor?
7. List any three advantages of a Sole Proprietorship form of business.
8. What is crowdfunding?
9. How is a trademark different from a copyright?
10. What is market segmentation?

Section B

*Answer **All**. Each question carries **6** Marks.* ***(Ceiling: 24 Marks)***

11. Differentiate between an agreement and a contract. Explain with a suitable example.
12. Explain any common pricing models used by businesses with suitable examples.
13. Discuss the importance of a business plan for startups.
14. Mention any five key functions performed by an entrepreneur.
15. What are the key objectives of financial planning in a business?

Turn Over

Section C

*Answer **any one**. Each question carries **10** Marks.* ***(1x10=10 Marks)***

16. Compare and contrast the different stages of a startup's growth within the ecosystem.
17. List any tools and techniques used to analyze market trends.

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