

TED (21) 6001

Reg.No.....

(Revision–2021)

Signature.....

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/
MANAGEMENT/COMMERCIAL PRACTICE, NOVEMBER 2024**

ENTREPRENEURSHIP AND STARTUP

[Maximum Marks: 75]

[Time: 3Hours]

PART-A

I. Answer *all* the following questions in one word or one sentence. Each question carries ‘one’ mark.

(9x1=9Marks)

Module Outcome Cognitive level

1.	What is the primary goal of the Startup India initiative?	M1.01	R
2.	What is the primary purpose of the K-DISC?	M1.07	R
3.	What does Industry 4.0 primarily focus on?	M2.02	R
4.	What does "empathize" mean in the Design Thinking approach?	M2.03	R
5.	What does the Business Model Canvas represent?	M2.07	R
6.	Which government body handles company registration in India?	M3.01	R
7.	What does DPR stand for?	M3.04	R
8.	Define pitch deck	M4.01	R
9.	What is product validation	M4.05	R

PART-B

II. Answer any *eight* questions from the following. Each question carries ‘three’ marks.

(8 x 3= 24 Marks)

Module Outcome Cognitive level

1.	Identify and explain two motivating factors for women entrepreneurs in India.	M1.02	U
2.	What are the roles of Technical Consultancy Organizations in supporting startups?	M1.03	U
3.	What are B2B and B2C business models? Provide examples of each.	M1.05	U
4.	What is Gandhi’s concept of Appropriate Technology, and how can it influence entrepreneurship?	M2.01	R
5.	What are the Marketing strategy methods	M2.06	U
6.	What do you mean by a business model canvas	M2.07	U
7.	What are the different funding methods available for startups?	M3.03	U
8.	List out united nations sustainable development goals	M3.07	U
9.	What is succession planning, and why is it important for startups?	M4.02	R
10.	What is the Fail Fast or Succeed (FFS) approach, and how does it benefit startups?	M4.07	R

PART-C

Answer all questions. Each question carries 'seven' marks

(6x7=42Marks)

Module Outcome Cognitive level

III.	Discuss the key traits of successful entrepreneurs and how these traits contribute to the success of startups.	M1.07	U
IV.	OR Analyze the role of government initiatives in promoting entrepreneurship in India, with a focus on Kerala.	M1.01	R
V.	Discuss the concept of Industry 4.0 and its nine pillars. How does it impact entrepreneurship?	M2.01	U
VI.	OR Explain the stages of the Design Thinking approach for product development.	M2.04	U
VII.	Outline the process of preparing a Detailed Project Report (DPR)	M3.03	R
VIII.	OR Discuss the organizational structure of a startup	M3.06	U
IX.	Explain different startup funding options	M3.04	U
X.	OR Describe the various ownership structures for businesses	M3.05	U
XI.	Explain the Business Model Canvas and its components.	M2.04	U
XII.	OR Analyze the significance of MSME innovation	M2.04	A
XIII.	What are the common business exit strategies for entrepreneurs?	M4.02	R
XIV.	OR What key components should be included in a pitch deck, and why are they important?	M4.05	U