Reg.No……………………

Signature………………….

DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/ MANAGEMENT/COMMERCIAL PRACTICE, APRIL 2025

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 does B2B stand for in business models?	M 1.01	R
2.	What is the role of a Technology Business Incubator (TBI)?	M1.06	U
3.	What does MSME stand for?	M1.06	R
4.	Name any one of Mahatma Gandhi's 7 Social Sins.?	M2.03	R
5.	What does the OVOP model stand for?	M2.07	R
6.	Which government agency provides Innovation Grants and Patent Support in Kerala?	M3.05	R
7.	Define seed funding.	M3.04	U
8.	Name two major startup incubators in Kerala.	M4.01	R
9.	What is a Business Exit Strategy?	M4.02	U

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.	Explain any two myths about entrepreneurship.	M 1.01	U
2.	List any three government agencies supporting startups in Kerala.	M1.06	R
3.	What are some challenges faced by startups?	M1.03	U
4.	Differentiate between a Business Model Canvas and a Lean Canvas.	M2.07	U
5.	What are technology-based products and services? Give examples	M2.02	U
6.	Compare proprietorship and partnership as forms of business ownership.	M3.02	U
7.	List out united nations sustainable development goals	M3.07	U
8.	How does venture capital funding differ from angel funding?	M3.04	U
9.	What is product validation? List some strategies	M4.06	A
10.	What is FFS approach	M4.07	R

PART-C
Answer all questions. Each question carries *'seven'* marks

(6x7=42Marks)

		Module Outcome	Cognitive level
III.	Analyze the reasons for the success and failure of technology startups in Silicon Valley.	M1.04	A
	OR		
IV.	Compare the differences between rural and urban entrepreneurship.	M1.03	U
V.	Explain the 9 Pillars of Industry 4.0 and their impact on businesses	M2.03	U
	OR		
VI.	Discuss the importance of problem identification in entrepreneurship and how it leads to innovation.	M2.01	U
VII	Describe Design Thinking. Explain Stages in Design Thinking	M2.04	U
VIII.	**OR** Explain business model canvas with diagram	M2.07	U
IX.	Evaluate the impact of different ownership structures on startup growth	M3.02	A
	OR		
X.	Design a business pitch for a new startup idea and explain key components	M3.06	A
XI.	Describe the procedure for patent registration in India	M3.05	U
XII.	**OR** Explain different startup funding options	M3.04	U
XIII.	Illustrate different type of business exit strategies **OR**	M4.02	A
XIV.	Illustrate different strategies in product validation	M4.05	A