

**TED (21) 6001**

Reg.No.....

**(Revision–2021)**

Signature.....

**DIPLOMA EXAMINATION IN ENGINEERING/TECHNOLOGY/  
MANAGEMENT/COMMERCIAL PRACTICE, NOVEMBER 2025**

**ENTREPRENEURSHIP AND STARTUP**

**[Maximum Marks: 75]**

**[Time: 3 Hours]**

**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.	Define Innovation	M1.01	R
2.	Who is an intrapreneur?	M1.02	U
3.	What is a dark factory?	M2.02	U
4.	What is the full form of ODOI	M2.07	R
5.	What is the job role of chief executive officer?	M3.03	U
6.	What is seed funding	M3.04	R
7.	List any 2 startup incubators in Kerala	M4.04	R
8.	Define FFS	M4.07	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.	Identify and explain two motivating factors for women entrepreneurs in India.	M1.02	U
2.	Differentiate B2B and B2C business models. Give examples	M1.03	U
3.	Compare a Manager to Entrepreneur.	M1.03	U
4.	List out Mahatma Gandhi's 7 Social Sins	M2.01	R
5.	What are the Marketing strategy methods	M2.06	U
6.	Compare proprietorship and partnership as forms of business ownership	M3.02	U
7.	Explain any 3 Startup Funding Options	M3.04	U
8.	How does venture capital funding differ from angel funding?	M3.04	U
9.	What is succession planning,	M4.02	R
10.	What is FFS approach	M4.07	U

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

**(6x7=42Marks)**  
 Module Outcome Cognitive level

III.	Explain the required traits of an entrepreneur.  <b>OR</b>	M1.01	R
IV.		M1.07	U
V.	Illustrate the steps in Problem Identification  <b>OR</b>	M2.02	U
VI.		M2.04	A
VII	Explain the stages of the Design Thinking approach for product development.  <b>OR</b>	M2.04	U
VIII.		M2.01	U
IX.	Classify the Organization Structure of Start-up  <b>OR</b>	M3.03	R
X.		M3.02	U
XI.	Describe the various ownership structures for businesses  <b>OR</b>	M3.05	U
XII.		M3.03	U
XIII.	Illustrate different type of business exit strategies  <b>OR</b>	M4 .02	A
XIV.		M4.05	U