

## M.Com.

### I Semester End Examination - May 2022 Business Models for start-ups

Course Code: MCM107S  
Time: 3 hours

QP Code: 11018  
Total Marks: 70

#### Section – A

1. Answer any Seven Questions out of Ten. Each Question Carries Two Marks (7x2=14)
- What is Venture Capital?
  - What is Incubation Centre?
  - Define Business Plan
  - What is Business Model?
  - Give the meaning of risk management.
  - Expand PMMY
  - Give the meaning of exemption.
  - State any two pitfalls of business plan.
  - What is Byju's Business model?
  - What is risk mitigation strategy?

#### Section – B

- Answer any Four Questions out of Six. Each Question Carries Five Marks (4x5=20)
- What are the objectives of start-ups?
  - Describe the credit guarantee scheme for start-ups.
  - Explain the importance of business plan.
  - Explain the importance of business model.
  - Briefly explain the types of risk in business model.
  - Explain the Single Point Registration Scheme (SPRS).

#### Section – C

- Answer any Two Questions out of Four. Each Question Carries Twelve Marks (2x12=24)
- Explain the recent successful start-ups in India and their stories.
  - Discuss new challenges of new venture start-ups.
  - Explain the common pitfalls to be avoided in preparation of a business plan.
  - Explain the recent trends in business model.

#### Section – D

(Compulsory Skill-based Question on Subject / Paper)

Skill-based Question

(1x12=12)

- Critically evaluate and explain the ecosystem for start-ups in India.