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**B.M.S COLLEGE FOR WOMEN, AUTONOMOUS**  
**BENGALURU – 560004**  
**SEMESTER END EXAMINATION – MARCH/APRIL- 2023**  
**M.Com.-III Semester**

**BUSINESS MODELS FOR START-UPS -1.7**

**Course Code: MCM107S**  
**Duration: 3 Hours**

**QP Code:11018**  
**Max. Marks: 70**

**Section -A**

**1. Answer any seven questions. Each question carries 2 marks**

**(7X2=14)**

- What is incubation Centre?
- Define Entrepreneurship.
- What is stand up India scheme?
- Define start-up.
- Distinguish between Risk and uncertainty.
- State any two pitfalls in Business plan.
- Mention steps involved in Risk Management.
- Mention the objectives of writing a business plan.
- What is credit guarantee scheme?
- Give the meaning of Exemption.

**Section B**

**Answer any four questions. Each question Carries 5 marks:**

**(4X5=20)**

- Explain the importance of Business Model.
- Discuss the challenges of new venture start-ups.
- What is SWOT Analysis? How does it help in business planning?
- Write a note on startup India initiatives.
- Explain any one successful startups in India.
- Explain the importance of Business plan.

**Section - C**

**Answer any two questions. Each question Carries 12 marks: (2X12=24)**

8. Discuss the various problems encountered by women entrepreneurs in India.
9. Explain the Government hand holding and funding initiatives for entrepreneurs.
10. Elaborate different types of startups with suitable examples.
11. Explain recent trends in Business models.

**Section - D**

**Compulsory skill based question**

**(1X12=12)**

Prepare a business plan for manufacturing a FMCG product of your choice. Emphasize on all the components while designing the Business Plan.

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