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Reg.No :

Name :

MAHATMA GANDHI UNIVERSITY, KOTTAYAM
MGU-UGP (HONOURS) REGULAR EXAMINATION March 2026

Fourth SEMESTER

**Value Addition Course (VAC) - MG4VACAVE200 - ENTREPRENEURSHIP
AND STARTUP**

(2024 ADMISSION ONWARDS)

Duration: 1 hour 30 minutes

Maximum Marks: 50

***Remember(K), Understand(U), Apply(A), Analyse(An), Evaluate(E), Create(C), Skill(S), Interest(I)
and Appreciation(Ap)***

Students should attempt at least one question from each course outcome to enhance their overall outcome attainability.

Part A

Short Answer

Answer any **5** questions

Each question carries **2** marks

1. What is a "Focus Group"? [K] / [CO2]
2. What do you mean by 'product business'? Give an example. [K] / [CO1]
3. What is a "Director Identification Number" (DIN)? [K] / [CO2]
4. Briefly explain the concept of export with a suitable example. [U] / [CO3]
5. Define "Strategic Entrepreneurship." [U] / [CO2]
6. Name one external factor in a strategic analysis. [U] / [CO2]
7. What is "Social Media Marketing"? [K] / [CO2]

[2x5 = 10]

Part B

Short Essay

Answer any **5** questions

Each question carries **5** marks

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|--|-------------|
| 8. Describe "Bootstrapping" and discuss its advantages for first-time founders. | [U] / [CO2] |
| 9. Briefly explain the importance of taxation. | [U] / [CO3] |
| 10. Explain the legal requirements and benefits of a "One Person Company" (OPC). | [U] / [CO2] |
| 11. What are the functions of entrepreneurs? | [K] / [CO1] |
| 12. Distinguish between bill, invoice and voucher. | [U] / [CO3] |
| 13. Explain the consequences of non-filing of statutory documents. | [K] / [CO3] |
| 14. Discuss how "Word of Mouth Marketing" serves as the most powerful tool for early-stage ventures. | [U] / [CO2] |

[5x5 = 25]

Part C

Essay

Answer any **1** questions

Each question carries **15** marks

- | | |
|---|-------------|
| 15. Describe the qualities of a successful entrepreneur using real-life examples. | [U] / [CO1] |
| 16. Explain the ethical considerations in entrepreneurial leadership. | [U] / [CO1] |
| 17. Explain the term 'exit strategy'. What is its importance? Also explain different types of exit strategies. What factors should be considered before selecting an exit strategy? | [U] / [CO3] |

[15x1 = 15]