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I Semester M.Com. Degree Examination, April/May - 2024

**COMMERCE****Business Models for Startups**

Paper : 1.7

(CBCS Scheme)

Time : 2 Hours



Maximum Marks : 50

**SECTION - A**

I. Answer any Five out of Seven questions. Each carries 2 marks. (5×2=10)

- Define the term "startup".
- Mention any two objectives of the Pradhan Mantri Mudra Yojana in fostering entrepreneurship.
- Mention any two significant factors of venture capital in supporting start-up growth?
- Mention any four eligibility criteria for start-ups in India.
- Mention any two significant role of standup in promoting entrepreneurship among marginalized communities.
- What do you mean by Single Point Registration scheme for Start-ups?
- State any four scope of start-ups in the field of Electronics and Information Technology under the SIT-EIT initiative.

**SECTION - B**

Answer any Four out of Six questions. Each carries 5 marks. (4×5=20)

- Provide an overview of the Indian startup ecosystem, emphasizing the role of government initiatives in supporting start-ups.
- Discuss the functions of Incubation centres in nurturing and fostering the growth of start-ups.
- Evaluate the benefits provided to start-ups by the Indian government, including tax exemptions and legal support.
- Analyze the challenges faced by start-ups in India and suggest possible solutions.

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6. Explore and explain the various business models of successful start-ups like Swiggy, Paytm, and Oyo.
7. Elaborate on the credit guarantee scheme for start-ups and its importance in facilitating financial support.

### SECTION - C

Answer any One out of two questions. Each carries 10 marks. (1×10=10)

8. Assess the impact of startup India on the overall economic landscape of India.
9. Discuss the role of international business models in shaping the strategies of start-up in India and abroad.

### SECTION - D

Answer the following question. (1×10=10)

10. Case Study: You are a consultant advising a group of entrepreneurs planning to launch a start-up in the education technology sector. The start-up aims to provide personalized learning solutions for school students.

Sub-Questions:

- a) What are the key components of a successful business model for an education technology startup?
- b) Identify and discuss the potential challenges the start-up may face in the Indian market.
- c) Suggest strategies to overcome the challenges mentioned in question 17.
- d) How can government initiatives, such as Startup India, support and contribute to the success of the proposed start-up?
- e) Outline a marketing plan for the start-up, considering the unique aspects of the education technology sector.