MANGALORE INSTITUTE OF TECHNOLOGY & ENGINEERING
(A Unit of Rajalaxmi Education Trust®, Mangalore)
Autonomous Institute affiliated to VTU, Belagavi, Approved by AICTE, New Delhi
Accredited by NAAC with A+ Grade & ISO 9001:2015 Certified Institution

Model Question Paper

First Semester MBA Degree Examination, 2026-27

Entrepreneurial Development and Start-Up Eco System

Time: 3 Hours **Max. Marks: 100**

Note: 1. Answer any FOUR full questions from Q1 to Q7.
2. Question No. 8 is compulsory.
3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain the term entrepreneur and enumerate the competencies required to be a successful entrepreneur.	03	L2	CO1
	b.	Illustrate different types of Entrepreneurship.	07	L2	CO1
	c.	Mr. Mohammed, a passionate technocrat, wants to start an app related to clothing selection. Apply the Design thinking steps for problem identification and help Mr. Mohammed to quickly develop his prototype and launch his app.	10	L3	CO3
Q2	a.	Explain the concept of start-up Lifecycle.	03	L2	CO1
	b.	A young engineer, entrepreneur has an innovative agricultural automation idea and needs to convince potential investors. Identify the key aspects of a Market feasibility study he should include in their project report to demonstrate its viability.	07	L3	CO2
	c.	ABC Pvt. Ltd, is planning to acquire a start-up which is manufacturing AC based on IOT technology. ABC Pvt. Ltd wants to create project report to organise funds ahead of competitors. Identify the components found in a project report and develop a project for ABC Pvt. Ltd.	10	L3	CO2
Q3	a.	Explain the concept of working capital and fixed capital.	03	L2	CO4
	b.	Compare and Contrast between Business Angels and Venture Capitals.	07	L2	CO4
	c.	A plastic component manufacturing unit wants to expand its production capacity but needs to assess the financial implications. Select the critical components that should be part of their Financial feasibility study within the project report.	10	L3	CO2
Q4	a.	Explain your understanding about SIDBI.	03	L2	CO4
	b.	There are many government schemes and policies to develop entrepreneurship among youth in India. Explain about Start-up India Initiative and its role in developing entrepreneurship.	07	L2	CO4
	c.	An entrepreneur is planning to start a small-scale manufacturing unit in rural Dakshina Kannada. She has heard of various Government agencies like IDBI, SIDCO, IIE, and DIC but is unsure about their differences. Identify the most suitable agencies for her business.	10	L3	CO4
Q5	a.	Differentiate between the characteristics of a sole proprietorship and Partnership firm.	03	L2	CO3

	b.	An artist who creates unique rural artwork wants to protect her creations with patents. Explain the steps involved in securing patents for her work.	07	L2	CO5
	c.	A group of individuals wants to formally register their new business venture. Identify are the key steps involved in the process of registration as a private limited company.	10	L3	CO3
Q6	a.	List down the types of Trade Mark.	03	L2	CO5
	b.	Explain the four stages of a start-up.	07	L2	CO3
	c.	A technology-based startup is looking for mentorship and infrastructure support to develop its product. Identify how an incubation center assist them in their early growth phase.	10	L3	CO4
Q7	a.	Explain the concept of Sustainability and Social Entrepreneurship.	03	L2	CO1
	b.	Explain in detail the steps involved in registering a Private Limited company.	07	L3	CO3
	c.	Give a detailed explanation about i) Patent, ii) Copyright, iii) Trademark, iv) Geographical Indications.	10	L2	CO5
Q8		**CASE STUDY (Compulsory)** Vijay Sales is a consumer electronics company that sells innovative gadgets in India and has 30% market share in consumer electronics retail market. By combining innovation, market expansion, and supply chain efficiency, Vijay Sales wants to become a market leader in India's consumer electronics industry. The company offers products, such as smart phones, smart watches, laptops, and home automation devices. To stay ahead in the competitive market which has 5 competitors, Vijay Sales focuses on continuous innovation, developing advanced product lines to meet evolving consumer needs. It maintains an efficient supply chain to ensure product availability across retail and online platforms. Questions:			
	a.	As an operations manager at Vijay Sales, apply the Osterwalder Business Model Canvas on the operational methods of Vijay Sales. .	10	L3	CO3
	b.	The management team of Vijay Sales wants to raise capital, but they are not aware about IPO. As an expert convince the management by giving the reasons why companies go public through IPO.	10	L3	CO3

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