

Reg No:.....

K25FY2215

Name :.....

Second Semester FYUGP Commerce Examination

APRIL 2025 (2024 Admission onwards)

KU2MDCCOM102 (FUNDAMENTALS OF

ENTREPRENEURSHIP)

(DATE OF EXAM: 26-4-2025)

Time : 90 min

Maximum Marks : 50

Part A (Answer any 6 questions. Each carries 2 marks)

1. Who is a Drone Entrepreneur? 2
2. Define a start-up. 2
3. Name two government schemes that support MSME growth in India. 2
4. What is the importance of GST registration for MSMEs? 2
5. What are the three categories of MSMEs based on investment and turnover? 2
6. What is the significance of microfinance for women entrepreneurs? 2
7. What role does innovation play in retail entrepreneurship? 2
8. What is the difference between retail entrepreneurship and wholesale business? 2

Part B (Answer any 4 questions. Each carries 6 marks)

9. How does decision-making help in successful entrepreneurship? 6
10. Explain the importance of networking and mentorship for startups. 6
11. Explain the key features and importance of MSMEs in India's economic development. 6
12. Discuss the role of Udyog Aadhaar in accessing financial assistance and government schemes. 6
13. Discuss the major problems faced by women entrepreneurs and suggest solutions. 6
14. Explain the role of technology and digital marketing in retail entrepreneurship. 6

Part C (Answer any 1 question(s). Each carries 14 marks)

15. Describe the Kerala Start-Up Mission (KSUM) and its contribution to fostering a strong startup ecosystem in Kerala. 14
16. What are the common problems faced by entrepreneurs in running a business? 14