62211

Reg. No. | | | | | | | | |

II Semester M.B.A. (Day & Evening) Degree Examination
November/December - 2025
MANAGEMENT
Entrepreneurship and Start-Up Management
(CBCS Scheme 2019 Onwards)
Paper : 2.1

Time : 3 Hours **Maximum Marks : 70**

SECTION - A

Answer any Five questions from the following. Each question carries 5 marks. **(5×5=25)**

1. Explain the evolution and significance of Entrepreneurship in the modern economy.
2. What is Effectuation Theory? Discuss its relevance and application for next- generation entrepreneurs.
3. Identify and explain the various growth and exit strategies available to entrepreneurs.
4. Define intrapreneurship. Discuss why intrapreneurship is gaining importance in contemporary organizations.
5. Provide a detailed, step-by-step explanation of the formalities and procedures involved in establishing a new business venture.
6. Examine the role of government support agencies such as KIADB and KSFC, in promoting entrepreneurship.
7. Explain Social entrepreneurship and its contribution towards achieving Sustainable Development Goals (SDGs)

SECTION - B

Answer any Three questions from the following. Each question carries 10 marks. **(3×10=30)**

8. Discuss in detail the steps involved in the entrepreneurial process, from idea generation to managing the venture.
9. Analyze the major reasons for start-up failures in India and propose corrective strategies to overcome them.

[P.T.O.

10. Design a market feasibility framework for assessing the viability of an AI-driven FinTech application aimed at improving financial inclusion.

11. Examine the role of venture capitalists and angel investors in fostering the growth and scalability of start-ups in India.

SECTION - C

12. **Compulsory (Case Study) :** **(1×15=15)**

Rohan Mehta, an MBA graduate from Bengaluru, was deeply concerned about India's mounting urban waste problem. He identified the massive potential in India's recycling industry-worth over Rs.15,000 crore and founded *ReCircle Innovations,* a start-up dedicated to converting plastic and industrial waste into eco-friendly construction materials.

ReCircle's early prototype gained attention for its durability, low carbon footprint, and cost- effectiveness compared to conventional materials. Initially, ReCircle established partnerships with municipal bodies to collect segregated plastic waste. However, the company encountered several challenges -Supply chain inconsistency, Scaling difficulties, Investor scepticism and Market penetration barriers.

To sustain operations Rohan considered pivoting to a B2B model, focusing on bulk recycling partnerships with large construction companies. Rohan also contemplated introducing a circular economy platform, connecting waste generators directly with recyclers through a digital marketplace.

a) Identify and evaluate the entrepreneurial competencies demonstrated by Rohan in conceptualizing and managing the startup.

b) Analyze the challenges faced by ReCircle Innovations during its growth and scaling phase.

c) Design an innovative business model or strategic plan that can help ReCircle Innovations sustain its operations and achieve long-term growth in the green construction sector.
