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MER-011

**MASTER OF ARTS
(ENTREPRENEURSHIP)
(MAER)**

Term-End Examination

December, 2023

**MER-011 : STARTUP INCUBATION AND
BUSINESS ETHICS**

Time : 3 Hours

Maximum Marks : 100

***Note :** Attempt any **five** questions. All questions carry equal marks.*

1. What is a startup ? Highlight its features. What are the key points to be considered for setting up a new startup ? 20
2. Explain the role of business incubator towards entrepreneurship development of the country. Give examples of *five* incubation centres along with their area of business. 20
3. Define Business Ethics. Discuss the *two* aspects associated with Business Ethics with the help of examples. 20

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4. Write short notes on any *two* of the following :
10 each
- (a) Berkus technique
 - (b) Comparable Transactional method
 - (c) Scorecard valuation method
 - (d) Forms of Business organisation operated in India
5. Write short notes on any *two* of the following :
10 each
- (a) SWOT analysis
 - (b) Pestle analysis
 - (c) Competitive analysis grid
 - (d) Three circle tool
6. There are various startup valuation methods. Explain which is the most appropriate for an upcoming fin-tech company seeking to attract large debt financing along with 20% equity financing to fund its expansion operation. 20
7. Explain the advantages and disadvantages of venture capital. Discuss its importance for Entrepreneurial decision-making. 20
8. "There are few skills that entrepreneurs possess which help in solving problems." Describe with the help of examples. 20

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