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MER-011

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

Term-End Examination

December, 2022

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

Time : 3 Hours

Maximum Marks : 100

Note : (i) *Attempt any five questions.*

(ii) *All questions carry equal marks.*

1. What do you mean by startup ? Explain its features and various types. 20
2. Startup culture is becoming very popular in India for setting up of the same Government of India (GoI) has launched startup India schemes. In light of it, explain the steps required to register with startup India scheme.

20

P. T. O.

3. (a) Success of a startup is a big challenge, but many fail. Explain reasons for failure of a startup. 10
- (b) Discuss the issues and challenges faced by startups in India. 10
4. “Business incubators are the vital organs of the entrepreneurship ecosystem of any country.” In light of this statement, explain its concept. Also throw light on the role of incubators towards entrepreneurship development in the country. 20
5. “For any successful incubation, good incubation practice is needed.” Discuss in detail the good practices required for business incubation industry with at least *two* suitable examples. 20
6. (a) Define business ethics. 3
- (b) Explain the three C’s of business ethics with the help of suitable examples. 7
- (c) Discuss the role of Corporate Social Responsibility (CSR) towards business. 10
7. Explain the concept of virtual incubator. Briefly discuss its origin and development. What are the different types of virtual incubators ? 20

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8. Write short notes on any *four* of the following :

4×5=20

- (a) Leasing
- (b) Factoring
- (c) Peer-to-peer lending
- (d) Angel investor/Business investor
- (e) Bank loans
- (f) Liquidation process