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MER-011

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

**Term-End Examination
June, 2024**

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

Time : 3 Hours

Maximum Marks : 100

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

1. (a) "It is rightly said that a startup is an entity that explores, creates and validates a scalable and profitable model." Comment. 10
(b) Highlight the main features of a startup. 10
2. What are the biggest obstacles being faced by Indian startups ? Discuss the measures to break these obstacles/barriers. 20
3. Answer any *two* of the following : 10 each
 - (a) Startup Ecosystem

P. T. O.

(b) University Business Incubator

(c) Startup Incubator *vs.* Startup Accelerator.

4. Explain the concept of virtual incubator. How are they advantageous to business ? 20
5. Define Business ethics. What are the three 'C's in business ethics ? Explain with examples. 20
6. For starting any business, one has to be a better understanding about the nature and types of business. In this context explain the forms of businesses found in India. 20
7. Define venture capital. Explain the concept and significance of it with a case study. 20
8. Explain Biographical Study with *two* examples while taking SWOT analysis and business model into consideration. 20