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MASTER OF ARTS (ENTREPRENEURSHIP) (MAER)

Term-End Examination December, 2024

MER-011 : STARTUP INCUBATION AND BUSINESS ETHICS

Time: 3 Hours Maximum Marks: 100

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

"In our modern world, everyone strives to bring innovation, a good idea isn't enough to create a startup." In context of the above statement, explain the different types of startups found in the business and industry sector with the help of a case study.

2.	(a)	What	are the	challenges	faced	by	startups
		in the	Indian	context?			10

- (b) Explain the reasons, why startups fail in India.
- 3. Attempt any *two* of the following: 10+10
 - (a) Startup Ecosystem Management
 - (b) Services offered by Business Incubator
 - (c) ASPIRE vs. AIM
- 4. (a) What are the factors that influence ethical decision-making in business?
 - (b) Explain the difference between deontology and consequentionalism ethical theories.10
- "Competitive analysis helps in focusing on ideas and identifying unique selling proposition."
 Explain the competitive analysis grid, SWOT analysis and Pestle Analysis.
- 6. Discuss the types of entrepreneurship finances/funding made available to a venture owner.

- 7. Explain case study with the help of *two* examples while taking SWOT analysis and business model into consideration.
- 8. Explain any *four* of the following : $4 \times 5 = 20$
 - (a) Angel investor
 - (b) Physical business incubation
 - (c) Prospects of virtual incubator
 - (d) Compliances under labour laws
 - (e) Enabled environment