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B.M.S. COLLEGE FOR WOMEN
BENGALURU -560004

I SEMESTER END EXAMINATION – APRIL - 2024

M.Com. - BUSINESS MODELS FOR START-UPS
(CBCS Scheme – F+R)

Course Code: MCM108S

Duration: 2 Hours

QP Code: 11019

Max. Marks: 50

SECTION – A

1. Answer any Five Questions. Each Question Carries Two Marks. (5x2=10)

- a. Give the meaning of venture capital.
- b. Define business plan.
- c. Expand PMMY.
- d. Give the meaning of exemption.
- e. Define Risk.
- f. What is an incubation center?
- g. What do you understand by the term risk mitigation.

SECTION – B

Answer any Four Questions out of Six. Each Question Carries Five Marks. (4x5=20)

2. Discuss any one success story of a start-up.
3. Explain emerging trends in Business model.
4. Bring out the benefits of start-up's in India.
5. Illustrate different types of venture capital schemes.
6. Briefly explain stand up-India scheme.
7. Explain the objectives of Risk management.

SECTION – C

Answer any One Question. Each Question Carries Ten Marks. (1x10=10)

8. Explain different types of start-ups.
9. Elaborate on types of risks associated with an organisation

SECTION – D

(Compulsory Skill-based Question on Subject / Paper) (1x10=10)

10. Mr. Rajesh wants to start A Chip manufacturing company in Bengaluru. Help him in preparing Business plan citing all the major aspects to be considered.

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