No. of Printed Pages : 3 **MER–011**

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.*

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1. "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. 20

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

   (b) Explain the reasons, why startups fail in India. 10

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 ? 10

   (b) Explain the difference between deontology and consequentionalism ethical theories. 10

5. "Competitive analysis helps in focusing on ideas and identifying unique selling proposition." Explain the competitive analysis grid, SWOT analysis and Pestle Analysis. 20

6. Discuss the types of entrepreneurship finances/funding made available to a venture owner. 20

7. Explain case study with the help of *two* examples while taking SWOT analysis and business model into consideration. 20

8. Explain any *four* of the following : 4×5=20

   (a) Angel investor

   (b) Physical business incubation

   (c) Prospects of virtual incubator

   (d) Compliances under labour laws

   (e) Enabled environment

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