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I Semester M.Com. (Regular) Degree Examination, March/April - 2025**COMMERCE****Business Models for Start-ups****(CBCS Scheme)****Paper : 1.7****Time : 2 Hours****Maximum Marks : 50****SECTION - A****Answer any FIVE questions. Each question carries 2 marks.****(5×2=10)**

1. a. Who is eligible to apply for start up India Scheme?
- b. List any four characteristics of a successful startup.
- c. Mention four key functions of a startup during its early stages.
- d. What is the role of executive summary in business plan?
- e. Bring out two significance of the Pradhan Mantri MUDRA Yojana in the Indian startup ecosystem.
- f. Mention any two eligibility criteria for a business to be classified as a startup in India.
- g. Name any two recent startups that failed in the Indian market.

SECTION - B**Answer any FOUR questions. Each question carries 5 marks.****(4×5=20)**

2. Discuss briefly incubation process and how it helps in the development of startups?
3. What are the main benefits for startups under the Credit Guarantee Scheme for startups?
4. Explain briefly the tax exemptions provided to startups by the Indian government.
5. Analyze the role of Stand-Up India in supporting entrepreneurial ventures in rural areas.

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70557

6. Discuss the recent trends in startups in India.
7. Evaluate how the Single Point Registration Scheme facilitates the growth of startups.

SECTION - C

Answer the question. The question carries 10 marks. (1×10=10)

8. Discuss in detail the business model of Swiggy and analyze how it became one of the largest food delivery platforms in India?

SECTION - D

Answer the following question. The question carries 10 marks. (1×10=10)

9. **Failure of EdTech Byju's**

Byju's, once a leading EdTech company, experienced rapid expansion, securing high-profile investments and acquiring several startups. However, the company struggled with financial instability, management issues, and regulatory challenges. Its aggressive marketing tactics, unsustainable growth strategy, and significant valuation pressures led to setbacks. As a result, Byju's faced mounting difficulties, which raised questions about its long-term viability.

Questions:

Based on the case study above, answer the following questions.

- a. How did Byju's financial management practices affect its business outcomes? **(3 Marks)**
- b. Was Byju's approach to rapid expansion sustainable in the long run? Explain why or why not? **(4 Marks)**
- c. What were the key market regulatory issues that contributed to Byju's struggles? **(3 Marks)**

