7. Examine the importance of ethical entrepreurship. Discuss how ethics can contribute to long-term business success, and analyse the key ethical considerations an entrepreneur must address in the initial stages of business development. (18)



[This question paper contains 4 printed pages.]

**Your Roll No..............**

**Sr. No. of Question Paper : 4697** **J**

Unique Paper Code : 2924000011

Name of the Paper : Economics of Start Ups (GE)

Name of the Course : **B.A. (H) Business Economics**

Semester : IV

Duration : 3 Hours Maximum Marks : 90

**Instructions for Candidates**

1. Write your Roll No. on the top immediately on receipt of this question paper.

2. Do any five questions.

3. All questions carry equal marks.

1. (a) Today is an era of Start-Ups. Giving real life example discuss this concept in detail.

   (b) Throw light on 'The Start Up Movement in India' inititated by the Prime Minister of India on 15th August 2015 but launched in 2016. (12+6)

2. The concept of 'Learning fast' & 'Failing fast' are foundational to successful entrepreneurship allowing the Start-Ups to adapt and thrive. Explore the concept in detail, highlight their significance, and provide real-world examples to illustrate their application. (9+9)

3. Write short notes on any three:

   i) Role of Digital Technology

   ii) Product Line Pricing

   iii) Lean Start Up

   iv) Role of any 2 central-level institutions in supporting small business enterprises in India.

   (6×3)



4. When an entrepreneur chooses the franchise model over independent ownership, what are the potential benefits and challenges he/she might encounter? What are the various sectors that are ideal franchise model in India in the coming future? (12+6)

5. What is the Business Model Canvas? Describe each of its components in detail, and discuss how entrepreneurs can use this tool to refine and develop their business models effectively. (18)

6. (a) Define the term "value proposition". Compare and constrast conventional industry logic with value innovation logic in creating value propositions. (8)

   (b) Discuss how customers-focused innovation impacts the process of value creation. Provide examples of companies that have successfully used customer-focused innovation to gain market share. (10)