

Reg. No.:



Name:

University of Kerala

Y7517

Fourth Semester FYUGP Degree Examination, May 2026

Skill Enhancement Courses

COMMERCE

UK4SECCOM200 - Entrepreneurial Skills

Academic Level: 200-299

2024 Admission

Time: 1 Hour

Max. Marks: 28

Part A. 4 Marks ,Time 5 Minutes (Cognitive Level :Remember(RE)/Understand(UN))Objective Type 1 mark each,
Answer all questions

Qn No.	Question	CL	CO
1	Recall the term for potential threats that could harm a business. Options : A) Incentives B) Opportunities C) Risks D) Strengths	RE	2
2	Networking helps entrepreneurs by Options : A) Isolating themselves B) Building relationship with stakeholders C) Avoiding customers D) Reducing communication	RE	1
3	Identify the characteristic of "Resilience" in a startup founder. Options : A) The ability to avoid all mistakes B) The capacity to recover quickly from difficulties C) The skill of hiring cheap labour D) The habit of working alone	UN	1
4	Business Model Canvas is used for Options : A) Accounting B) Hiring employees C) Tax computation D) Visualising business structure	UN	5

Part B. 8 Marks ,Time 15 Minutes (Cognitive Level :Understand(UN)/Apply(AP))Short Answer 2 marks each, Answer all questions

Qn No.	Question	CL	CO
5	Explain the importance of time management for entrepreneurs	UN	2
6	Explain risk-taking as an entrepreneurial trait	UN	1

Qn No.	Question	CL	CO
7	Illustrate disruptive innovation with an example	AP	4
8	Demonstrate how brainstorming leads to idea generation.	AP	3

Part C. 16 Marks ,Time 40 Minutes (Cognitive Level :Apply(AP)/Analyse(AN)/Evaluate(EV)/)Long Answer 4 marks each, Answer all questions choosing among options* within each question

Qn No.	Question	CL	CO
9	A) Present three significant risks for a new startup in the food industry and propose a detailed Risk Mitigation Strategy to minimize the impact of each. OR B) Apply a risk mitigation strategy to protect a new home-delivery business from delivery delays during heavy rain.	AP	2, 2
10	A) Analyze the essential traits and skills of a modern entrepreneur. OR B) Analyze the role of persistence in overcoming startup hurdles.	AN	1, 1
11	A) Evaluate the leadership strategies to manage a team effectively OR B) Evaluate different methods of market analysis	EV	5, 5
12	A) Design an innovation strategy for a traditional local bookstore to help them compete with large online retailers. OR B) Develop a 5-stage Design Thinking plan to solve the problem of "water wastage in colleges." List one specific action you would take in each stage.	CR	3, 3