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SEAT No. :

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S.Y.M.B.A.

ABM 618 MJ SE-08 : AGRI ENTREPRENEURSHIP AND STARTUP MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates:

1) *All questions are compulsory.*
2) *Each question has an internal option.*
3) *Each question carries 10 marks.*
4) *Justify your answer with suitable examples & diagrams.*

Q1) Answer the following (Any Five) **[10]**

a) What is meant by an Angel Investor?

b) Define crowdfunding.

c) How do you frame a Business Model.

d) State the meaning of feasibility study.

e) What is Agribusiness?

f) List any two functions of organizational structure.

g) Define patent, trademark & copyright.

h) What do barriers to Entrepreneurship in rural/India

Q2) Answer an 2 out of 3 **[10]**

a) Differentiate between Venture capitalist and Angel Investors.

b) Discuss the role of Digital Marketing in rural Entrepreneurship.

c) Explain importance of Business planning for startup process.

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Q3) Write or answer any one of below: **[10]**

a) Discuss the Role of Government training programmes and PPP model in promoting Rural Entrepreneurship in India.

OR

b) Evaluate the operational challenges faced by rural startups & fastly how technology can overcome them.

Q4) Write or answer any one of below: **[10]**

a) Explain various sources of startup finance with special reference to bootstrapping and self funding.

OR

b) Explain the process of identifying and approaching Angel Investors.

Q5) Write or answer any one of below: **[10]**

a) Explain the importance of IPR protection for startups and entrepreneurs.

OR

b) Develop a Business plan for a rural agribusiness startup and analyze its feasibility.

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