



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3of UGC Act 1956, Category A by MHRD (now MoE)

Re-accredited with an A++ Grade by NAAC CGPA 3.65/4, Category I by UGC

Coimbatore - 641043, Tamil Nadu, India

Continuous Internal Assessment II –October 2025 III Semester

Class : II UG
Major : BBA

Time : 2 Hours
Max. Marks : 60

24BBASE1C Start Up Business Opportunities and Feasibility

Course Outcomes:

- CO1 Understand the fundamentals of entrepreneurship, startup ecosystems, and the entrepreneurship mindset.
CO2 Identify and evaluate potential business opportunities through market research and trend analysis
CO3 Apply various tools and techniques to assess the feasibility of a start-up idea, including market, technical, financial and organisational feasibility
CO4 Prepare a preliminary feasibility report and pitch the business idea effectively to potential stakeholders
CO5 Analysis real-world startup case studies to extract key insights into success and failure factors

Part A

6 x 1 = 6

Choose the Correct Answer

1. What does a feasibility study primarily aim to determine? CO1K1
a. Project timeline b. Project Viability c. Project scope d. project budget
2. Which of the following could be a strength for an entrepreneur? CO1K2
a. Weather b. A new international market
c. A price that is too high d. The Location of a Business
3. To achieve prime objective in feasibility study, which have to conduct first CO2K2
a. Marketing feasibility study b. Preliminary feasibility study
c. Financial feasibility study d. Technical and Engineering feasibility study
4. The primarily concerned with the identification, qualification and evaluation of the project resources is CO3K2
a. Techno-economic analysis b. Feasibility analysis
c. Input analysis d. Financial analysis
5. The word entrepreneur has been derived from the French word which is called.... CO4K2
a. Entropreture b. Entrepredure c. entrepreneur d. ontrepredure
6. An individual who has prior business ownership experience is called an entrepreneur.... CO4K1
a. Novice b. Habitual c. Serial d. Portfolio

Part B

3 x 6 = 18

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 7.a. Discuss about the Feasibility analysis importances in start-up. CO2K3
(or)
- 7.b. Elaborate on Risk Assessment done for a start-up. CO3K2
- 8.a. List out regulatory forms for start-up CO2K3
(or)
- 8.b. Write a note on organisational structure for business start-up CO1K2
- 9.a. Write short a note technology adoption in Start-up CO2K2
(or)
- 9.b. Write a short note on the importance of break-even analysis CO3K2

Part C

3 x 12 = 36

Answer ALL questions

Each answer should not exceed 800 words or four pages

- 10.a. Discuss about the various types of Feasibility and explain them in detail. CO1K1
(or)
- 10.b. Write a note on about the Project Description in preparing the Business plan. CO3K2
- 11.a. Explain the measures of potential return on investment (ROI) and its importances. CO2K3
(or)
- 11.b. Explain the concepts of Budgeting and forecasting start-up business. CO3K2
- 12.a. Explain the importance and steps in related in cost estimation. CO3K3
(or)
- 12.b. Explain in detail about the different funding sources for start-up business. CO3K2
