Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD [now MoE]
Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment –I August 2025
Semester III

Class: II UG **Time: 2 Hours**
Major: BBA **Max. Marks: 60**

24BBASE1C– Start up Business Opportunities and Feasibility

Course Outcome:

CO1 Understand the fundamentals of entrepreneurship,startup ecosystems,and the entrepreneurshipmindset.
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-upidea, 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 (6x1 = 6)
Choose the Correct the answer

1. The quick to adapt to changing market conditions and customer needs.... CO1K1
   a) Agility c) Fast-paced
   b) Growth-oriented d) Innovation
2. ..... is not a type of entrepreneurship CO1K1
   a) Small business entrepreneurship c) Large scale entrepreneurship
   b) Scalable entrepreneurship d) Intrapreneurship
3. Who prepares involved in preparing a firm/business plan... CO2K1
   a) Accountant c) Entrepreneur
   b) Engineer d) None of the above
4. The process of creating something new is called.... CO3K1
   a) Creative flexibility c) Business
   b) Management d) Innovation
5. The word entrepreneur has been derived from the "French word which is called.... CO4K1
   a) Entropreture c) entrepreneur
   b) Entrepredure d) ontrepredure
6. An individual who has prior business ownership experience is called anentrepreneur..... CO4K1
   a) Novice c) Serial
   b) Habitual d) Portfolio

Part- B 3 x6 =18
Answer ALL Questions
Each answer should not exceed 400 words or two pages

7.a. Discuss the Business opportunities in Health care sectors CO2K3
(or)
7.b. Explain elaborately about customer profiling CO3K2

8.a. Identify the steps in defining business opportunities CO3K2
(or)

8.b. Write a note on organisational structure on business start-up CO1K2

9.a. List the Key aspects of competitors analysis CO2K1

(or)

9.b. Describe the Important of start- up culture. CO3K2

Part- C **3 x12 = 36**

Answer ALL questions

Each answer should not exceed 800 words or four pages

10.a. Discuss about the various types ofentrepreneurships. CO1K1

(or)

10.b. Write a note onstart-up culture in Business opportunities CO3K2

11.a. Explain the role ofMarket research in identifying Business opportunities CO2K3

(or)

11.b. Write about the assessing technical resources in start-up opportunities CO3K2

12.a. Explain the process of evaluating business opportunities CO3K2

(or)

12.b. Explain the methods of developing innovation ideas in start-up business. CO3K2

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