



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 - 641043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025

III Semester

Class: II UG

Major: BBA

Time : 3 Hours

Max. Marks : 100

24BBASE1C Start up Opportunities and Feasibility

Course Outcome:

- CO1. Understand the fundamentals of entrepreneurship, start up ecosystems and the entrepreneurship mind-set
- 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

10 x 1 = 10

Choose the Correct Answer

1. The first step in opportunity identification is _____.
a. Raising funds
b. Idea generation.
c. preparing a business plan
d. Hiring employees
CO1K1
2. Universities and research centres are considered a source of innovation because
a. focus only on theoretical knowledge
b. produce new research and technology
c. Ignore commercialization
d. Copy idea from foreign countries
CO1K1
3. The primary purpose of demand analysis is _____.
a. To estimate future demand
b. To study competitor strategies
c. To manage employee performance
d. To reduce production cost
CO1K1
4. Franchising is an example of _____.
a. Market entry strategy
b. Industry overview
c. Customer profiling
d. Demand forecasting
CO2K1
5. Skills gap analysis is used to _____.
a. Identify missing technical
b. Forecast customer demand
c. Increasing advertisement
d. Demand forecasting
CO2K1
6. Which of the following is the first step in recruitment process?
a. Selection
b. Nature of business enterprise
c. manpower
d. placement
CO3K1
7. The first step in a feasibility study is _____.
a. Financial analysis
b. Preliminary analysis.
c. Legal compliance
d. Risk assessment
CO3K1
8. The integration of feasibility findings in to a business plan primarily helps in _____.
a. Reducing word count
b. Avoiding financial projections
c. Aligning strategy financial projection
d. Copying competitors ideas
CO4K1
9. Project discrimination refers to _____.
a. Rejection projects unfairly
b. Conducting financial audits
c. Comparing and selecting suitable project
d. eliminating risk entirely
CO5K1
10. The tool often used to rank multiple projection is _____.
a. Break- even chart
b. Income statement
c. Income statement
d. Brainstorming session
CO5K2

Part B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

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|---|-------|
| 11.a. How can entrepreneur identify a viable business opportunity? Explain.
(or) | CO1K1 |
| 11.b. Explain at least five major sources of innovative ideas available to entrepreneurs? | CO1K2 |
| 12.a. Define market research and explain why is it important for Entrepreneurs.
(or) | CO2K2 |
| 12.b. How can startup use customer profiling to identify target markets? Explain. | CO2K3 |
| 13.a. Explain the term resources availability in organizational feasibility.
(or) | CO3K1 |
| 13.b. Compare short-term vs. long term technology adoption strategies. | CO3K2 |
| 14.a. Explain the process of cost estimation for a new business venture.
(or) | CO4K3 |
| 14.b. Explain the difference between optimistic, realistic and pessimistic revenue projections. | CO4K2 |
| 15.a. Explain the components of feasibility report in brief.
(or) | CO5K1 |
| 15.b. What are the key solution evaluation criteria in project selection? Explain in briefly. | CO5K2 |

Part C
Answer ALL questions
Each answer should not exceed 800 words or four pages

5 x 12 = 60

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|---|-------|
| 16.a. Explain the key element that shape start up culture in India with example.
(or) | CO1K3 |
| 16.b. Explain the role of feasibility analysis in idea selection with illustration. | CO1K5 |
| 17.a. Differentiate between direct competitors and indirect competitor with example.
(or) | CO2K3 |
| 17.b. Explain how competitions intensity influences entry strategy selection with evidence. | CO2K4 |
| 18.a. Explain and elaborate the relationship between business growth and change organizational structure.
(or) | CO3K4 |
| 18.b. Elucidate the legal consultation required for avoiding business disputes with illustration. | CO3K5 |
| 19.a. Discuss the importance of a business plan for attracting investors with example.
(or) | CO4K3 |
| 19.b. Explain the role of scenario planning in risk assessment with evidence. | CO4K3 |
| 20.a. Explain various performance indicators used in solution evaluation in detail.
(or) | CO5K3 |
| 20.b. Explain the step-by-step process of conducting a feasibility study with illustration. | CO5K5 |
