



FINAL EXAMINATION
MODEL QUESTION PAPER
PAPER – 20C
ENTREPRENEURSHIP AND STARTUP

SET 1
TERM – JUNE 2025
SYLLABUS 2022

Time Allowed: 3 Hours

Full Marks: 100

The figures in the margin on the right side indicate full marks.

SECTION – A (Compulsory)

1. Choose the correct option:

[15×2 = 30]

- (a) i. _____ type of marketing strategy hits consumers' emotions.
- a. Stealth Marketing
 - b. Guerrilla Marketing
 - c. Persuasive Marketing
 - d. Proximity Marketing
- ii. What is the maximum loan amount provided by Pradhan Mantri Mudra Yojana (MUDRA)?
- a. ₹25 lakh
 - b. ₹10 lakh
 - c. ₹20 lakh
 - d. ₹30 lakh
- iii. _____ is the process of breaking a data set into groups of similar data, often broken into a customer demographic. This allows data analysts and other users of data analytics to further dive into the numbers relating to a specific subset of data.
- a. Cohort Analysis
 - b. Time Series Analysis
 - c. Factor analysis
 - d. Regression analysis.
- iv. Which business model is illustrated by Dell selling its computers directly to customers, bypassing retailers?
- a. Disintermediation model.
 - b. Marketplace model.
 - c. Subscription model.
 - d. Freemium model.
- v. In startup world, _____ is a powerful tool for honing in on a real consumer need and bypassing costly hours and resources hypothesizing and experimenting with different solutions.
- a. Planned thinking
 - b. Startup thinking
 - c. Design planning
 - d. Design thinking



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- vi. Which startup valuation method is based on comparing the target startup with already funded startups using various factors like market size, region, and quality of management?
- Market Multiple Method
 - Risk Factor Summation Method
 - Scorecard Valuation Method
 - Cost-to-Duplicate Method
- vii. An actuarial concept used in risk pooling does not include.
- The law of averages
 - The law of sampling
 - The law of large numbers
 - The laws of probability
- viii. In the process of goal setting, what does the SMART acronym stand for?
- Strong, Motivated, Achievable, Responsible, Tactical
 - Strategic, Measurable, Accountable, Realistic, Time-bound
 - Specific, Motivational, Analytical, Realistic, Targeted
 - Specific, Measurable, Attainable, Relevant, Time-bound;
- ix. Why is it important to have an environmental business objective?
- To reduce staff turnover
 - To keep customer base
 - To be competitive
 - To address government targets
- x. Which of the following scheme is not launched by the government for supporting women entrepreneurship?
- Pradhan Mantri Ujjawala Yojna (PMUY)
 - Pradhan Mantri Rojgar Yojna (PMRY)
 - Rashtriya Mahila Kosh (RMK)
 - Trade Related Entrepreneurship Assistance and Development (TREAD)
- (b) Based on the following case study, you are required to answer the questions no. (i) to (v) [5x2 = 10]

Back in 2004, GE's top-management team was going through its annual strategic planning review when the management team came to a sudden realization: six of the company's core businesses were deeply involved in environmental and energy-related projects. What was particularly striking was that GE had initiated almost all of these projects in response to requests from its customers. They initiated a data-gathering effort. They made an effort to educate themselves on the science behind energy and environmental



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issues, including greenhouse gas emissions. At the same time, GE talked to government officials and regulators to try and get a sense for where public policy might be going.

This external review led to the conclusion that energy prices would likely increase going forward, driven by rising energy consumption in developing nations and creating demand for energy-efficient products. The team also saw tighter environmental controls, including caps on greenhouse gas emissions, as all but inevitable. What emerged from these efforts was a realization that GE could build strong businesses by helping its customers to improve their energy efficiency and environmental performance. Thus was born GE's ecomagination strategy. First rolled out in 2005, the ecomagination strategy cut across businesses. The corporate goals were broken into sub goals and handed down to the relevant businesses. Performance against goals was reviewed on a regular basis, and the compensation of executives was tied to their ability to meet the goals. The effort soon started to bear fruit. These included a new generation of energy-efficient appliances, more-efficient fluorescent and LED lights, a new jet engine that burned 10% less fuel, a hybrid locomotive that burned 3% less fuel and put out 40% lower emissions than its immediate predecessor, lightweight plastics to replace the steel in cars, and technologies for turning coal into gas in order to drive electric turbines, while stripping most of the carbon dioxide (CO₂) from the turbine exhaust. By the end of its first 5-year plan, GE had met or exceeded most of its original goals, despite the global financial crisis that hit in 2008. Not only did GE sell more than \$20 billion worth of eco-products in 2010, according to management, these products were also among the most profitable in GE's portfolio.

1. In strategy making, what important factor did GE's management team focus on when formulating the ecomagination strategy?
 - a. Adapting to global energy regulations
 - b. Listening to and addressing customer demands for environmentally-friendly products
 - c. Expanding into new geographical markets
 - d. Focusing solely on internal business capabilities

2. When Jeff Immelt, GE's CEO, says "green is green," what does he mean?
 - a. Investing in environmentally friendly products is both profitable and beneficial for sustainability
 - b. Investing in green technologies is cost-ineffective for companies in the long run
 - c. The focus on green products limits opportunities for profitability
 - d. Eco-friendly products are only beneficial for environmental reasons, not financially.

3. What strategy did GE use to measure the success of the ecomagination initiative?
 - a. Increased market share in eco-friendly products only
 - b. Regular reviews of business performance against sustainability goals, with executive compensation tied to achieving these goals
 - c. Measuring energy savings across different business units without tying it to compensation.
 - d. Comparing the company's environmental performance with that of competitors.



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4. How did GE's ecomagination strategy incorporate the concept of corporate social responsibility (CSR) into its overall business model?
 - a. By focusing on charity-driven initiatives without directly impacting its product offerings
 - b. By creating independent CSR projects that operated separately from the company's core business units
 - c. By reducing the company's dependency on eco-friendly product lines and focusing on improving traditional products
 - d. By aligning its business growth with environmental sustainability goals and engaging customers in eco-friendly solutions.

5. What strategic element was critical to GE's ecomagination strategy and helped it to align its business goals with its environmental initiatives?
 - a. Hiring external consultants to oversee the environmental initiatives
 - b. Focusing solely on reducing energy costs without considering environmental impact
 - c. Tying executive compensation to the achievement of environmental performance goals
 - d. Expanding into completely new markets unrelated to its core business.

Section – B

(Answer any five questions out of seven questions given. Each question carries 14 Marks)

[5 x 14 = 70]

2. (a) Evaluate the five key areas of the GAP model of service quality and assess how each contributes to improving customer satisfaction. [7]
(b) Critically assess the different classifications of activities within aftersales services, and evaluate how each contributes to enhancing customer satisfaction and business performance. [7]
3. (a) Suggest ways to streamline the invoice verification process and reduce the occurrence of blocked invoices. [7]
(b) Review the motives for holding cash and discuss how they affect financial planning. [7]
4. (a) Recommend the Disadvantages of Crowdfunding. [7]
(b) Evaluate the applications of Data Analytics? [7]
5. (a) Demonstrate how design thinking can be applied in entrepreneurship to address customer needs and challenges. [7]
(b) Justify the need for a structured positioning process in building a successful marketing strategy. [7]



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6. (a) What strategies would you advise we implement to overcome the current roadblocks in the negotiation process? [7]
- (b) Suggest the requirements for audit of a startup. [7]
7. (a) Enumerate the effective ways to motivate a team. [7]
- (b) Explain the key challenges faced by agri-entrepreneurs and recommend strategies to overcome them. [7]
8. PQR Ltd. is a leading start-up operating in healthcare segment. It has a healthy revenue stream and its revenue and profits are growing at a CAGR of 10% p.a. The company regularly procures medical equipment from USA on credit and buys other supplies from domestic suppliers. The operations of the company are well integrated through modern technology and a sophisticated information system. The company is heavily dependent on some key managerial personnel for smooth functioning. The company is a highly leveraged firm. It invests its surplus funds in both debt and equity securities. The company is expecting certain new regulations to come in place in near future. PQR Ltd. wants to introduce an Enterprise Risk Management system to monitor the risks it is subject to and to come up with some effective solutions to the same. The company has hired your consultancy firm.
- Required: Prepare a detail report by highlighting the risk exposures and possible responses for each type of risk that should be taken care by the company for introduction of ERM system in the Company. [14]