



FINAL EXAMINATION **SET - 1**
MODEL QUESTION PAPER TERM – DECEMBER 2024
PAPER –20C **SYLLABUS - 2022**
ENTREPRENEURSHIP AND STARTUP

Time Allowed: 3 Hours

Full Marks: 100

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

SECTION – A (Compulsory)

1. (a) Choose the correct option:

[15 x 2 = 30]

- (i) What is Adversity Quotient (AQ) in entrepreneurship?
- A market research tool
 - Ability to manage suffering into an opportunity
 - A measure of financial success
 - A market research tool
- (ii) Which agreement crystallized the importance of intellectual property protection?
- Paris Convention
 - TRIPS Agreement
 - Berne Convention
 - Madrid Agreement
- (iii) What does "SERP" stand for
- Search Engine Results Page
 - Social Engagement and Retention Platform
 - Secure Encryption and Remote Processing
 - Software Engineering Requirements Protocol
- (iv) At what stage does a start-up usually experience cash flow challenges?
- Idea Generation
 - Pre-Seed Stage
 - Validation
 - Early Traction
- (v) Most entrepreneurs are inherent _____
- Planned thinker
 - Start-up thinkers
 - Design planners
 - d Design thinkers
- (vi) In the context of Lean Start - ups, what is main purpose of Customer Validation?
- Scaling the start up
 - Executing growth strategies



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- c. Testing assumptions and hypotheses
- d. Building a step-by-step plan

(vii) Which method involves analysing recent acquisitions in the market determine a start-up's value?

- a. Comparable Transactions Method
- b. Cost – to – Duplicate Method
- c. Discounted Cash Flow Method
- d. Market Multiple Method

(viii) What is the primary purpose of risk monitoring in an organization.

- a. To create new risk management strategies
- b. To track and evaluate risk levels
- c. To enforce regulations
- d. To compete in the market

(ix) Competitive advantage can be best described as:

- a. Increased efficiency
- b. What sets an organization apart
- c. A strength and the organizations
- d. Intangible resources

(x) How often should risk monitoring occur in many enterprises?

- a. Quarterly
- b. Annually
- c. Biennially
- d. Monthly

(b) Based on the following case study, you are required to answer question no. (i) to (v):

Launched a little more than two decades ago, DirecTV now has more than 32 million subscribers in the United States and Latin America. The direct-broadcast satellite service provider faces competition on a number of fronts: from classic cable companies (Comcast and Time Warner Cable), from other direct broadcast satellite service providers (Dish), and from alternate ways to watch television digitally through downloads and streaming (Hulu, Netflix, and Amazon).

The world's leading provider of digital television entertainment services, DirecTV Carries the slogan "Don't Just Watch TV, DirecTV," reflecting the unique positioning it has crafted thanks to a combination of features not easily matched by any competitor. Three pillars of that positioning are captured by its claims to "state-of-the-art technology, unmatched programming, and industry leading customer service." The company puts much emphasis on its comprehensive set of sports packages, its wide array of HD channels, and its broad broadcast platform that lets customers watch programming on their TVs at home and on their laptops, tablets, and cell phones. With its Genie service, users can record as many as five shows at once. In exaggerated fashion, its "Get Rid of Cable" TV ad campaign shows how customers who get mad at cable have their lives turn for the worse through a series of



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unfortunate events. DirecTV has made a strategic targeting shift to focus on “high quality” subscribers: loyal customers, who purchase premium services, pay their bills on time, and call less often to complain.

- (i) What distinguishes DirecTV's positioning in the market according to the case study?
- a. Lower subscription costs compared to cable providers
 - b. State-of-the-art technology, unmatched programming, and industry-leading customer service
 - c. Exclusive partnerships with streaming platforms
 - d. Limited sports packages and HD channels
- (ii) Which marketing campaign strategy does DirecTV employ to contrast itself with cable providers?
- a. "Increase Your Cable Bills"
 - b. "Get Rid of Satellite TV"
 - c. "Switch to Streaming"
 - d. "Get Rid of Cable"
- (iii) Which strategic advantage does DirecTV gain by focusing on high-Subscribers?
- a. Decreased operational costs
 - b. Higher customer acquisition cost
 - c. Enhanced customer loyalty and higher revenue per user (ARPU)
 - d. Expanded market reach into new demographics
- (iv) What impact does DirecTV's comprehensive sports packages have on its market positioning, as per the case study?
- a. It attracts a younger demographic interested in sports
 - b. It increases operational complexity and costs
 - c. It reduces customer satisfaction
 - d. It limits programming diversity
- (v) What role does DirecTV's emphasis on industry-leading customer service play in its competitive strategy.
- a. It increases customer churn rate
 - b. It reduces customer acquisition efforts
 - c. It enhances brand reputation and customer satisfaction
 - d. It limits technological innovation



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SECTION-B

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

[5 x 14 = 70]

2. (a) Recommend the five types of risks entrepreneurs typically encounter as they embark on starting their businesses? [7]
- (b) Suggest the strategies for facing the disruption? [7]
3. (a) Explain the Industrial Property Rights? [7]
- (b) On 1st January, 2023, the Board of Directors of Mangesh and Co. Ltd., wish to know the amount of Working Capital that will be required to meet the programme of activity they have planned for the year. From the following information available,
- (i) Issued and Paid-up share Capital ₹ 2,00,000.
 - (ii) 5% Debenture (Secured on assets) ₹ 50,000.
 - (iii) Fixed assets valued at ₹1,25,000 as on 31st December, 2023.
 - (iv) Production during previous year was 60,000 units, it is planned that this level of activity should be maintained during the present year.
 - (v) The expected ratios of cost to selling price are: Raw material 60%, Direct wages: 0% and Overheads 20%.
 - (vi) Raw materials are expected to remain in stores for an average of two months before issued to production.
 - (vii) Each unit of production is expected to be in process for one month.
 - (viii) Finished goods will stay in warehouse for approximately 3 months.
 - (ix) Creditors allow credit for two months from date of delivery of raw materials.
 - (x) Credit allowed to debtors is three months from date of dispatch.
 - (xi) Selling price per unit is ₹ 5.
 - (xii) There is a regular production and sales cycle
- Prepare: A working capital requirement forecast. [7]
4. (a) Recommend the stages of Bootstrapping and Bootstrapping Strategy. [7]
- (b) Discuss about Sustainable Impact Initiatives [7]
5. (a) Critically assess the steps of Product Positioning ? [7]
- (b) Recommend the types of business innovation? [7]
6. (a) Evaluate the sources of funding for start-ups? [7]
- (b) Justify the benefits of effective enterprise risk management as per COSO. [7]



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7. (a) Ups and downs are a part of business cycle. In context of this justify how the Entrepreneur can sustain its business in difficult times. [7]
- (b) Evaluate the significance of Social Entrepreneurs. [7]
8. (a) The Government has planned the strategic disinvestment of State Road Transportation Corporation in a phased manner by allowing some private companies to ferry buses on marked routes. The outraged workers have called for a strike against the move. You are the head of the workers union of the transport corporation. In a meeting with State officials, they have informed you about the circumstances of inefficiency, corruption and deteriorating quality of service to commuters. You have also presented the worker's viewpoint and their complaints of low pay scale and non-payment of salaries from the past few months. A deadlock has occurred between the two parties where no-side is willing to lose. To break the deadlock, the officials offer you a bribe and other perks to comply with the decision of privatisation in a phased manner. State transport services are in a state of peril and there is a huge outcry among the common masses
- a. Identify the moral dilemma faced by you.
- b. Analyse your role and duties, also suggest your course of action. [14]