



**FINAL EXAMINATION**  
**MODEL QUESTION PAPER**  
**PAPER –20C**

**SET - 2**  
**TERM – DEC 2024**  
**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 the importance of Gratitude in an entrepreneur's attitude?
- It hinders success
  - It is irrelevant to entrepreneurship
  - It is a component of the entrepreneurial skillset
  - It causes stress
- ii) What is Evaluated Receipt Settlement (ERS)?
- A method of settling goods receipt automatically
  - A manual verification process for invoices
  - A type of stock transfer order
  - A financial facility provided by vendors
- iii) SAMRIDH scheme was launched in:
- 1<sup>st</sup> January 2021
  - 25th September 2021
  - 15th August 2021
  - 25th December 2021
- iv) What is the role of Business Incubators in supporting start-ups?
- Providing collateral-free debt
  - Offering grants, office space, and administrative assistance
  - Investing in start-ups directly
  - Crowdsourcing funds for start-ups
- v) A lean start-up attempts to solve the problem scientifically by using specific \_\_\_\_\_.
- principles
  - processes
  - technology
  - principles and processes both
- vi) Which subscription model benefit contributes to stable cash flow for businesses?
- Predictable Revenue
  - Customer Retention
  - Reduced Acquisition Costs
  - Upselling Opportunities
- vii) The significance of the Scorecard Valuation Method is:
- Analysing market trends
  - Comparing start-ups to those already funded
  - Estimating business risks



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- d. Determining cost-to-duplicate
- viii) What does continual risk monitoring involve?
- Monitoring required by law
  - Regular, ongoing monitoring
  - Secondary risk assessments
  - Monthly risk reviews
- ix) A Firm tries to achieve competitive advantage by competing in?
- Cost only
  - Quality only
  - None of these
  - Both a and b
- x) Import- Export is the example of:
- Employment
  - Market intermediary
  - Organisational Support
  - Market linkage
- b) Based on the following case study, you are required to answer question no. (i) to (v)The National Association of Software and Services Companies (NASSCOM), has started Deep Tech Club (DTC) 2.0 to boost the start-up ecosystem in India. It is an initiative to promote Indian Deep Tech products as a solution to global problems. DTC aims to act as a catalyst in connecting India-based deep technology start-ups with practitioners, academia, and policy makers to develop an ecosystem that can impact physical and digital transformation.
- With this vision of creating India’s digital & social transformation and empowerment through innovation in deeptech and making India a World Leader in Deep Tech products, NASSCOM DTC 2.0 was launched. It is a 3-stage program aimed at scaling the impact to over 1000 Indian DeepTech Companies. NASSCOM DTC has formed exclusive partnerships on the global front with Advanced Telecommunications Research Institute (ATR), Japan, and Dallas VC, USA. On the domestic front, NASSCOM has partnered with industry and academia leaders including Intel, Cisco Launchpad, NetApp, IIT-Kanpur, Sine (IIT-B), T-Hub, and ZINNOV in stage 1. The program aims to drastically increase the number of partnerships in stage 2, accelerating the growth of the Indian DeepTech ecosystem.
- i) Which aspect of NASSCOM Deep Tech Club (DTC) 2.0 highlights its strategic approach in fostering the Indian start-up ecosystem?
- Formation of global partnership
  - Focus on traditional industries
  - Exclusively academic collaborations
  - Limited geographical outreach
- ii) Why are partnerships with institutions like IIT-Kanpur and IIT-Bombay (Sine) is significant for NASSCOM DTC 2.0?
- To restrict innovation within academic boundaries
  - To minimise global influences



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- c. To promote competition among Indian start-ups
  - d. To integrate academia with industry for innovation
- iii) What role do global partnerships with ATR (Japan) and Dallas VC (USA) play in the context of NASSCOM DTC 2.0?
- a. They limit the program's impact to Indian start-ups
  - b. They discourage technological advancements
  - c. They focus solely on market expansion in Japan and USA
  - d. They facilitate international investment in Indian start-ups
- iv) How does NASSCOM DTC 2.0 contribute to India's goal of becoming a global leader in Deep Tech products?
- a. By promoting local market exclusivity
  - b. By fostering an ecosystem for global impact
  - c. By limiting partnerships to Indian firms only
  - d. By focusing on short-term profits
- v) What distinguishes NASSCOM DTC 2.0 from traditional start up support initiatives in India?
- a. Focus on high-risk industries
  - b. Exclusively academic qualification
  - c. Emphasis on global partnerships and scaling impact
  - d. Limited technological scope

**SECTION-B**

**(Answer any 5 questions out of 7 questions given. Each question carries 14 marks.)**

**[5 x 14 = 70]**

- 2. (a) Recommend some key entrepreneurial disciplines that demonstrate the importance of self-discipline in achieving success? [7]  
(b) Recommend some new age marketing strategies? [7]
- 3. (a) Critically assess the influence of macroeconomic conditions on entrepreneurship? [7]  
(b) Suggest some determinants of Working Capital. [7]
- 4. (a) Evaluate the applications of Data Analytics? [7]  
(b) Suggest some of the characteristics of Project Report? [7]
- 5. (a) Demonstrate the importance of innovation in driving progress and shaping the future across different sectors and industries.? [7]  
(b) Justify the importance of packaging for a start-up? [7]
- 6. (a) Critically assess the challenges and Opportunities of Sustainability? [7]  
(b) Evaluate the types of Financial Risk? [7]
- 7. (a) Critically assess the types of Organisational Change? [7]  
(b) Suggest some advantages of family run businesses? [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



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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]