



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

**SET - 1**  
**TERM – JUNE 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) Which of the following characteristics make an entrepreneurship successful?
- Risk-Bearing
  - Perseverance
  - Flexibility
  - All of the above
- (ii) Which of the following factors does not affect the capital structure?
- Company Life Cycle
  - Cost of Capital
  - Budget Estimates
  - Consideration of Stakeholder Interests
- (iii) CGPDTM stands for -
- Commerce General of Patent, Trademark and Design
  - Controller General of Patent, Trademark and Development
  - Controller General of Patent, Trademark and Design
  - Controller General of Patent, Tariff and Design
- (iv) Important features of boot strapping are \_\_\_\_\_.
- no outside investment.
  - Depends on personal savings, personal debt
  - Flexibility in the early growth phase
  - all of the above
- (v) A/An \_\_\_\_\_ process is a set of steps between an idea's conception and its implementation.
- Innovation
  - Research
  - Startup
  - Conceptualisation



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- (vi) Scaling up people is not including \_\_\_\_\_.
- Leaders
  - Vendors
  - Teams
  - Manager
- (vii) Market Risk does not include \_\_\_\_\_.
- Equity risk
  - Credit Risk
  - Interest rate risk
  - Currency risk
- (viii) Hierarchy of Strategic Intent:
- Vision>Mission>Goals>Objectives>Plans
  - Mission>Vision>Goals>Objectives>Plans
  - Plans>Vision>Mission>Goals> Objectives
  - Goals>Vision>Mission>Objectives>Plans
- (ix) Asocial entrepreneur is a person who explores
- Production opportunities
  - Loan opportunities
  - Business Opportunities
  - All of these
- (x) MSME sector contributes in export about
- 50%
  - 40%
  - 70%
  - None of these

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

Hewlett-Packard was founded in 1939 by Bill Hewlett and David Packard, who both graduated with degrees in electrical engineering from Stanford University in 1935. The company started off in the HP Garage in Palo Alto, California. On November 1, 2015, Hewlett-Packard was split into two companies. Its personal computer and printer businesses became HP Inc., while its enterprise business became Hewlett Packard Enterprise. The split was structured so that Hewlett-Packard changed its name to HP Inc. and spun off Hewlett Packard Enterprise as a new publicly traded company.

**Vision of HP Inc.:** HP Inc. (HPQ) has set out to become a leading technology provider that is recognized for its innovation, expertise, and leadership in the market.

**Mission HP Inc.:** Mission is to engineer experiences that amaze each and every one of our customers.



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HP develops personal computers (PCs), printers and related supplies, as well as 3D Printing services. HP's product lines include the HP Pavilion, Envy, Omen, Essential and Chromebook PCs, as well as the Desk Jet, Office Jet, and Laser Jet series of printers.

In fiscal year 2023, total revenue of US\$54 billion included US\$24.7 billion from the sale of notebook computers, US\$10.9 billion from the sale of desktop computers, US\$11.4 billion from the sale of printer supplies, US\$4.2 billion from the sale of commercial printers, and US\$2.4 billion from the sale of consumer printers. Over 65 percent of revenue in 2022 came from customers outside of the United States.

HP is able to achieve and sustain competitive advantage with its distinctive competencies. First of all, the company is committed to simplifying technology experiences for all its customers. This is applicable to all the services rendered ranging from printing, personal computing, software, services and IT infrastructure.

In the context of Carbon Footprint, HP reported Total CO<sub>2</sub>e emissions (Direct + Indirect) for the twelve months ending December 31, 2020, at 254 Kt (-34 /-11.8% y-o-y) and plans to reduce emissions 60% by 2025 from a 2015 base year.

HP India through its CSR initiatives offers technological solutions to this digital divide by bringing the world of information and knowledge to isolated and disadvantaged groups in rural India further helping to bridge the digital education gap encountered by those living in remote regions.

- (i) What is product line?
- A product line is a group of connected products marketed under a single brand name by the same company.
  - A product line is a group of connected products marketed under a different brand name by the same company.
  - A product line is a group of connected products marketed under a single brand name by the different companies.
  - A product line is a group of different categories of products marketed under a single brand name by the same company.
- (ii) Which one of the following is correct?  
Consider the following statements:
- A mission statement defines the organization's business, its objectives, and how it will reach these objectives.
  - A vision statement details where the organization aspires to go.
- Only statement I is correct
  - Only statement II is correct
  - Both the statements I and II are correct
  - Both the statements I and II are incorrect



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- (iii) Sustainable competitive advantages are a set of assets, characteristics, or capabilities that allow an organization to meet its customer needs better than its competition can.

Based on the above, identify which one is not the sustainable competitive advantage.

- a. They are unique to your organization
- b. They are valuable to your clients
- c. They can't be created easily
- d. Competitive advantages are the list of your strengths

- (iv) What is Carbon Foot Print?

- a. Measure of radioactivity from a fossil
- b. Environmental impact because of used cells and batteries
- c. Total sets of greenhouse gas emissions by organisations, individuals etc.
- d. Amount of carbon content in the organic compounds.

- (v) “Corporate social responsibility (CSR) is a strategy undertaken by companies to not just grow profits, but also to take an active and positive social role in the world around them.”

Statements:

- I. Youth Employment Programme, Adult Literacy Programme,
- II. Urban development programme that tries to break the vicious cycle of urban poverty by creating clean, green and healthy communities.
- III. Skill development for children and youth with disabilities

Based on the statement, identify which one of following CSR initiatives are correct?

- a. Only statement I is correct
- b. Only statements II and III are correct
- c. Only statements I and III are correct
- d. All statements are correct

**SECTION-B**

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

**[5 x 14 = 70]**

2. (a) Recommend the steps of the Ladder the Start Up Entrepreneur has to ascent. [7]

- (b) Recommend the regulatory compliances which are required for setting up an enterprise in India. [7]



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3. (a) Advise the steps involved in order-to-cash (OTC) process. [7]
- (b) The National Skill Development Mission launched by the Ministry of Skill Development and Entrepreneurship on July 15, 2015, aims to create convergence across sectors and States in terms of skill training activities. Besides consolidating and coordinating skilling efforts, it also aims to expedite decision making across sectors to achieve skilling at scale with speed and standards. Recommend the mission objectives. [7]
4. (a) Suggest contents of a good project report. [7]
- (b) Recommend the features and the benefits of a business plan. [7]
5. (a) Demonstrate the Process of Design Thinking. [7]
- (b) Recommend the Product Positioning Strategies. [7]
6. (a) Discuss the five critical steps that are required to follow for scaling start-ups. [7]
- (b) Suggest the Financial Risks Mitigation Strategies. [7]
- 7.(a) Assess the Significance of Business Ethics. [7]
- (b) Prepare a brief description of one agri tech company. [7]
8. 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.
- b. Analyse your role and duties, also suggest the course of action. [14]