



FINAL EXAMINATION **SET - 1**
MODEL QUESTION PAPER **TERM – DECEMBER 2023**
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. Choose the correct option:

[15 x 2 = 30]

- (i) SAMRIDH scheme was launched on
- 1st January 2021
 - 25th August 2021
 - 15th August 2021
 - 25th December 2021
- (ii) Permanent working capital is alternatively known as –
- Rigid
 - Fixed
 - Regular
 - All of the above
- (iii) Characteristics of an entrepreneur:
- Assumes all the risk associated with a venture
 - Have the perseverance
 - Positive thinker
 - All of the above
- (iv) A good decision maker should not be -
- Objective and practical
 - Systematic and logical
 - Negative thinker
 - None of the above
- (v) Which one of the following is not Angel Investor in India?
- Angel Network
 - Mumbai Angels
 - Angel Kolkata
 - Hyderabad Angels
- (vi) _____ entails analyzing the relationship between dependent variables to determine how a change in one may affect the change in another.
- Regression analysis
 - Factor analysis
 - Time Series Analysis
 - Cohort Analysis



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- (vii) _____ takes a large data set and shrinking it to a smaller data set. The goal of this technique is to attempt to discover hidden trends that would otherwise have been more difficult to see.
- Regression analysis
 - Factor analysis
 - Time Series Analysis
 - Cohort Analysis
- (viii) A lean startup is a strategy used _____ on behalf of a present entrepreneur.
- to initiate a new company
 - to launch a new product
 - to initiate a new company or launch a new product
 - none of these
- (ix) _____ is the process of determining new products' position in the minds of consumers.
- Product Positioning
 - Targeting
 - Marketing Traction
 - Marketing innovation
- (x) Steps of Elevator Speech consists of
- Purpose of identifying
 - Explanation of what makes
 - Unique selling proposition of identification
 - All of the above
- (xi) Choose the one which is not a type of Risk Monitoring –
- Voluntary
 - Obligatory
 - Interest rate risk
 - Continual
- (xii) Enterprise risk management includes
- financial risks
 - strategic risks
 - operational risks
 - All of the above
- (xiii) Why is it important to have an environmental business objective?
- To address government targets
 - To reduce staff turnover
 - To keep customer base
 - To be competitive
- (xiv) _____ views that moral or ethical systems, may vary from culture to culture, but no one system is better than other.
- Cross culture
 - Consumerism
 - Cultural relativism
 - Corporate culture



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- (xv) In a family business _____ share are controlled by the members of family.
- a. 40%
 - b. 20%
 - c. More than 50%
 - d. 30%

SECTION-B

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

2. (a) “To give direction to the vision formulated by the entrepreneur, business planning process is very important.’ Recommend the steps involved in it. [7]
- (b) “Marketers are skilled at stimulating demand for their products, but that’s a limited view of what they do. They also seek to influence the level, timing, and composition of demand to meet the organization’s objectives.” – discuss the eight demand states involved. [7]
3. (a) Discuss how Entrepreneurship is influenced by Macroeconomic conditions? [7]
- (b) Demonstrate the factors determining the cash needs of an industry. [7]
4. (a) Suggest the Advantages of Crowdfunding. [7]
- (b) Recommend the features and the benefits of a business plan. [7]
5. (a) Demonstrate the five stages of a successful innovation. [7]
- (b) Recommend the benefits of Product Positioning. [7]
6. (a) Discuss the tools for scaling up. [7]
- (b) Suggest the requirements for audit of a startup. [7]
7. (a) Enumerate the factors affecting Business Ethics. [7]
- (b) Recommend the advantages of Family Run Businesses. [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]