



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

SET 2
TERM – DEC 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)

I. (a) Choose the correct option:

[10 x 2 = 20]

- (i) The ability or self-efficacy for entrepreneurship is also called –
- Entrepreneur self-efficacy (ESE)
 - Entrepreneurial self-efficacy (ESE)
 - Entrepreneurial self-efficiency (ESE)
 - Enterprise self-efficacy (ESE)
- (ii) Full form of ASPIRE is:
- A Scheme for Promotion of Innovation, Rural Industries and Entrepreneurship
 - A Scheme for Promotion of Industries, Rural Innovation and Entrepreneurship
 - A Scheme for Promotion of Innovation, Rural Industries and Enterprise
 - None of the above
- (iii) Data analytics is the science of integrating _____ data from diverse sources, drawing inferences, and making predictions to enable innovation, gain competitive business advantage, and help strategic decision-making.
- Heterogeneous
 - Homogeneous
 - Static
 - Dynamic
- (iv) _____ is a powerful blend of structured meetings, strategic tools, and experienced leadership.
- Marketing Traction
 - Marketing Management
 - Marketing Strategy
 - Marketing Trick
- (v) Entrepreneurship is equally applicable to -
- Big businesses
 - Economic and non-economic activities
 - Small businesses
 - All of the above
- (vi) _____ 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



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- (vii) Scaling up people is not including –
- Leaders
 - Vendors
 - Teams
 - Manager
- (viii) An actuarial concept used in risk pooling does not include:
- The law of averages
 - The law of large numbers
 - The law of sampling
 - The laws of probability
- (ix) _____ 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
- (x) Which of the following scheme is not launched by the government for supporting women entrepreneurship?
- Pradhan Mantri Rojgar Yojna (PMRY)
 - Rashtriya Mahila Kosh (RMK)
 - Pradhan Mantri Ujjawala Yojna (PMUY)
 - 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) [5 x 2 = 10]**

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.



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- (i) Which aspect of NASSCOM Deep Tech Club (DTC) 2.0 highlights its strategic approach in fostering the Indian start-up ecosystem?
- a) Formation of global partnership
 - b) Focus on traditional industries
 - c) Exclusively academic collaborations
 - d) Limited geographical outreach
- (ii) Why are partnerships with institutions like IIT-Kanpur and IIT-Bombay (Sine) is significant for NASSCOM DTC 2.0?
- a) To restrict innovation within academic boundaries
 - b) To minimise global influences
 - 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



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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) Critically assess the kinds of risk that entrepreneurs take as they begin starting a business and also evaluate the process in entrepreneurship. [7]
- (b) Evaluate the concepts of capital structuring, resource mobilisation, and management from an entrepreneurial viewpoint. [7]
3. (a) Critically assess the influence of macroeconomic conditions on entrepreneurship. [7]
- (b) Evaluate the key objectives of the National Skill Development Mission and examine the Income tax exemption provisions available to Indian start-ups. [7]
4. (a) Suggest the contents of a good project report. [7]
- (b) “Data is everywhere and flows through every channel of our lives”- In this context, evaluate the Data Analytics Methods and Techniques that can be used by Data Analysts to process data. [7]
5. (a) Evaluate the importance of product positioning and assess the steps of Product Positioning. [7]
- (b) According to Naval Ravikant, the Co-Founder of Angel List, market traction is simply defined as “quantitative evidence of market demand”- In this context, advise and critically assess the various ways of generating market traction. [7]
6. (a) “Scaling a business means setting the stage to enable and support growth of a Company”- In this context, Examine the Five Critical Steps to be required to follow for Scaling Start-ups. [7]
- (b) Evaluate the various types of financial risk. [7]
7. (a) Evaluate the key factors that influence business ethics within an organization. [7]
- (b) Critically assess the concept of a social entrepreneur and evaluate the key differences between social entrepreneurs and business entrepreneurs. [7]
8. Mr. RAHAN is an Engineering graduate with postgraduate diploma in Management from a reputed Management Institute in India. He has got about fifteen years of experience in soft skill development, training and placement of students of accredited Management Institutes. He had successfully placed in the past many Management graduates in various organisations. Due to his wide experience in training and placement of management graduates coupled



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with his long-time association with various organisations, Mr. Rahan could develop very good contacts with those organisations and has got a fairly good idea about their recruitment practice in the management cadre. Moreover Mr. Rahan could develop a directory of accredited Management Institutes with their approved intake and the various specializations (Marketing, Finance, HR, Operations and Project management) they offer. Mr. Rahan is not satisfied with his present full-time job as a Training and Placement Officer with a private Management Institute and rather wants to start his own venture based on his past experiences. He has got an idea of forming a start-up for providing various training and placement services to the students of Management Institutes like soft skill training to make students placement ready, campus interview and Job fairs where heads of HR Departments of reputed organisations will be invited to participate and select candidates of their choice. Further Mr. Rahan will provide valuable feedback to the authorities of the Management Institutes regarding the performance of their students in the interview and suggestions for development of curricula.

The idea is beneficial to both the students of the Management Institutes and also the Organisations who need the services of fresh Management graduates.

Based on the case study (Scenario) stated Supra, you are required to:

- (a) Develop a business model for the start-up Mr. Rahan is going to launch.
- (b) Suggest possible funding strategies for the start-up.
- (c) Recommend possible marketing solutions for the business.

[14]