



FINAL EXAMINATION
MODEL QUESTION PAPER
PAPER – 20C

SET 2
TERM – JUNE 2026
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 from the four alternatives given: [10 × 2 = 20]
- (i)is placing the product in high traffic physical locations to spread awareness.
- (A) Brand marketing
 - (B) Buzz marketing
 - (C) Stealth marketing
 - (D) Guerrilla marketing
- (ii) is an exclusive right granted for an invention which allows the right holder to prevent others from commercially using the protected invention without his authorization for a limited period time.
- (A) Trademark
 - (B) Trade secret
 - (C) Patent
 - (D) Utility models
- (iii) It is process of breaking a data set into groups of similar data, often broken into customer demographic.
- (A) Regression analysis
 - (B) Factor analysis
 - (C) Cohort analysis
 - (D) Time series
- (iv) The idea of lean startup comes from
- (A) Eric Ries
 - (B) Laura Ries
 - (C) AL Ries
 - (D) Jack Trout
- (v) should be your attitude and is an important component of your entrepreneurial skillset.
- (A) Personality
 - (B) Behaviour
 - (C) Knowledge
 - (D) Gratitude
- (vi) Organization for Economic co-operation and development as given four types of innovations. Which one of the following is not part of these four innovations.
- (A) Marketing innovation
 - (B) Product innovation
 - (C) Process innovation
 - (D) Finance innovation



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- (vii) Scaling up people is not including:
- (A) Leaders
 - (B) Vendors
 - (C) Teams
 - (D) Manager
- (viii) Which of the following is not a Market Risk.
- (A) Interest rate risk
 - (B) Equity price risk
 - (C) Commodity price risk
 - (D) Credit risk
- (ix) Which of the following is not an ethical issue in finance?
- (A) Under reporting of income
 - (B) Fraudulent financial dealings
 - (C) Insider trading
 - (D) Diluted EPS
- (x) Practo is related to _____ sector.
- (A) Banking
 - (B) Agriculture
 - (C) Health
 - (D) Insurance

- (b) **Read the following Scenario (Case Study) and answer the following Questions:** [5×2=10]

JONB Ltd. is a Mid-sized agriculture organic farming company which specialize in producing quality agriculture product. The company out-perform its competitors in terms of productivity and profitability. The company has strong reputation for delivering quality agriculture product to its customers on retail as well as wholesale cases. This company is in the business for last 5 years produce agriculture product efficiently at minimum cost. Recently the competition has become increasingly tough, and company is adopting competitive strategies to retain its market position and deliver the best product to its customer at affordable prices. The company is also looking for ways to create a competitive advantage through innovation, brand loyalty and vertical integration. The company will invest heavily in R&D to design user friendly product. The companies competitive advantage lies in its ability to create holistic and seamless customer experience.

Choose the Correct option from the given four alternatives based on the above scenario:

- (i) Which of the following factor cannot result in competitive advantage.
- (A) Location advantage
 - (B) High entry barriers
 - (C) Access to new technology
 - (D) High exit barriers



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- (ii) Which of the following is not a smart way for building competitive advantage.
- (A) Work force
 - (B) Location
 - (C) Joint venture
 - (D) Risk monitoring
- (iii) A company achieves cost leadership when
- (A) It offers unique features that justify a higher price
 - (B) It has lowest operational cost in the industry.
 - (C) It focus only on niche market.
 - (D) It charges highest price in the market.
- (iv) Michael Porter the famous Harvard Business School Professor identifies three strategies for establishing a competitive advantage. Which one of the following is not one of them
- (A) Cost leadership
 - (B) Focus
 - (C) Differentiation
 - (D) Synergy
- (v) Michael Porter proposed the theory of Competitive advantage in the year
- (A) 1985
 - (B) 1990
 - (C) 1995
 - (D) 2000

Section – B

[Answer any five questions out of Seven Questions given. Each Question carries 14 marks.] [5×14 = 70]

2. (a) Self-discipline is a practice, habit, skill, philosophy and a way of life. In the light of this statement assess Entrepreneurial practice with example of Entrepreneurial discipline. [7]
- (b) In New Age Marketing, marketer are skilled at stimulating demand for their product. Evaluate various demand states which are possible and draw your conclusion. [7]
3. (a) Demonstrate the steps to followed while User registration and Reservation of name for new LLP. [7]
- (b) SONT Ltd. is a ready-made garment manufacturing Company. The Company has applied to RBL Bank for the first time for working Capital Requirements.



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The Company's production Cycle indicates that materials are introduced in the beginning of the production phase; wages and overhead accrue evenly through-out the period of Cycle. The following estimated working results for the year ending 31st December 2026 are given.

Production of Shirts	54000 units
Selling price per units	Rs 200
Duration of the production cycles	1 month
Raw material inventory held	2 month's consumption
Finished goods stock held for	1 Month

Credit allowed to debtors is 2 months and credit allowed by Creditors is 2 months.

Wages are paid in the next month following the month of accrual.

In the work-in-progress 50% of wages and overheads are supposed to be conversion costs.

The ratios of cost of sales price are – raw materials 60%, direct wages 10% and overheads 20%. Cash is to be held to the extent of 40% of current liabilities and safety margin of 15% will be maintained.

Additional Information:

The following are the holding norms accepted by the Bank for this Industry.

Stock of Raw Materials	2 Months
Work-in-Progress	½ Month
Receivables (debtors)	1½ Month
Stock of Finished goods	1½ Month
Payables (Payment to Suppliers)	1 Month
Payables (Payment for labour)	1 Month

(Ignore Depreciation & Taxation)

Required:

(i) Assess the need of working Capital for the Company (in terms of Cash Costs.)

(ii) Evaluate and assess how much of above (i) the Bank is likely to finance (Permissible Bank Borrowings) considering 25% of the current Assets as margin money. [7]

4. (a) "Entrepreneurial Ventures" need funding to raise money to overcome cash flow challenges. In the light of this statement Assess the Seed Stage and Early Traction as part of stage wise sources of finance for startups. [7]
- (b) Data analytics techniques can reveal trends and metrics that would otherwise be lost in the mass of information. In this context assess the technique and process of Data analytics. [7]
5. (a) Justify why Design thinking is so important. Critically assess the common elements of Design thinking frameworks. [7]
- (b) "Customer validation is an important phase of any product development process". In this context, Justify the four phases of Customer Validation. [7]



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6. (a) Demonstrate the concept of growth and scaling. Justify and assess the strategies for scaling a business. [7]
- (b) Risk monitoring is the process which tracks and evaluates the level of risk in an organization. In this context assess the type of risk monitoring along with concept of risk monitoring and making adjustments. [7]
7. (a) “The ups and downs of business will make entrepreneur sick to the stomach”. In this context suggest some ways dealing with ups and downs in business. [7]
- (b) MSME sector plays a vital role in the lives of ordinary people and country's economic growth. In this Context Assess the various opportunities and barrier in digitization of MSME and make your key observations in this regard. [7]

8. Case study:

In India among every two Indians one is considered to be dependent on agriculture for their livelihood. India's most of its populations settle in villages or rural part of the country. The gap between Urban and Rural Sector is increasing at a fast pace. Hence there is a need for technology integration for change in the agriculture landscape. The Government of India is promoting micro finance and encouraging companies to establish their venture in the rural sector.

Most of the Indian villages are lacking in good transportation facilities, 24 hours electricity, good quality education and gainful employment. There is a need of Agro Entrepreneurship in rural area in order to tap the potential of person residing in villages. Entrepreneurship in agriculture sector is important for growth of rural economy in a country like India. Digital India, Fintech and E-Commerce can integrate rural market into the mainstream economy. A strong rural economy reduces migration to cities easing pressure on urban infrastructure. Indian Economy must transform into a powerful economic engine with agriculture modernization, rural entrepreneurs and digital connectivity.

Based on the Scenario (Case Study) Stated supra

You are required to:

- (i) Critically assess the obstacles faced by startup in Agro Entrepreneurship Development.
- (ii) Suggest the possible funding strategies for the startup in Agro Entrepreneurship.
- (iii) Recommend a possible solutions for startup in Agro Entrepreneurship. [14]