



FINAL EXAMINATION
PRACTICE TEST PAPER
PAPER – 20C
ENTREPRENEURSHIP AND STARTUP

TERM – JUNE 2026
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. Choose the correct option:

[15 x 2 = 30]

- (i) Which one of the following is not driving force for entrepreneurship development?
- Management
 - Opportunity
 - Resources
 - Talent
- (ii) Nine principles of entrepreneurial ecosystem are suggested by _____.
- Isenberg (2009)
 - Isenberg (2010)
 - Isenberg (2011)
 - Isenberg (2012)
- (iii) _____ is the process of breaking a data set into groups of similar data, often broken into a customer demographic. This allows data analysts and other users of data analytics to further dive into the numbers relating to a specific subset of data.
- Regression analysis
 - Factor analysis
 - Time Series Analysis
 - Cohort Analysis
- (iv) _____ is used by wholesalers and by manufacturers, businesses that deals with direct sales.
- Disintermediation Model
 - Marketplace model
 - On demand model
 - Freemium model
- (v) Entrepreneurship is the attitude of mind to
- Seek opportunities
 - Take calculated risks
 - Derive benefits by setting up a venture
 - All of the above



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- (vi) A lean start-up attempts to solve the problem scientifically by using specific _____.
- Principles
 - Processes
 - Principles and processes both
 - Technology
- (vii) Berkus Method is created by American venture capitalist and angel investor _____.
- Dave Berkus
 - H. Berkus
 - Lave Berkus
 - Nany Berkus
- (viii) _____ is an example of Systematic Risk.
- Business Risk
 - Default Risk
 - Financial Risk
 - Interest Rate Risk
- (ix) _____ Who in an organisation has responsibility for working towards the vision / mission / goals?
- Employer
 - Employees
 - who works for the organization
 - Suppliers
- (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 the questions no. (i) to (v) : **[5 x 2 = 10]**

Mr. KEYON a young entrepreneur having leadership qualities is passionate about sustainability, ethics and wanted to revolutionize the footwear industry by creating an eco-friendly footwear brand. He realized that consumers were becoming more conscious of their environment impact but struggled to find stylish and durable shoes. Keyon Start-up named MJB Venture that used ethical labour practices and recycled materials. He started with a small personal investment and later secured funding from Angel Investor. He leveraged digital marketing and social media to build a Loyal Community around sustainable shoe fashion. Keyon also introduced a scheme of use and return where customers get benefits on new shopping by exchanging old shoes. After a period of four years MJB Venture gained significant traction. Keyon expanded his product line



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by including shoes for kids and senior citizens. Keyon Start-up MJB Venture remained profitable by building best customer relationships and following best marketing strategies.

Choose the correct option from the given four alternatives based on above Scenario:

- (i) The term sustainability refers to
- Personnel Goal
 - Social Goal
 - Marketing Goal
 - Personal Goal
- (ii) Ethics practice deals with
- Good and Evil
 - True and False
 - Right and Good
 - All of the above
- (iii) The ability to influence people towards the attainment of organization goals is known as
- Leadership
 - Motivation
 - Persuasion
 - Commitment
- (iv) _____ are received by Angel Investors in Exchange for their Investment in Start-up.
- Variable Interest Rate
 - Government Aid
 - Company Shares
 - Debenture and Bonds
- (v) Traction is important for start-up because
- it is tax efficient.
 - it helps in employee management.
 - it proves that business is working efficiently.
 - it provides competitors strategy in effective manner.

Section – B

(Answer any five questions out of seven questions given. Each question carries 14 Marks)

[5 x 14 = 70]

2. (a) Evaluate the Barriers to Entrepreneurship.

[7]



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- (b) "Marketers are now able to filter their audience and reach out to a targeted segment with the new age marketing rather than the huge spill overs of the traditional ways."- Critically assess how the new age marketing strategies can prevent the spill over of traditional ways of marketing. [7]
3. (a) Suggest ways to streamline the invoice verification process and reduce the occurrence of locked invoices. [7]
(b) Suggest some determinants of Working Capital. [7]
4. (a) Recommend the Disadvantages of Crowdfunding. [7]
(b) Evaluate the applications of Data Analytics? [7]
5. (a) Demonstrate the process of Design Thinking. [7]
(b) Recommend Why Packaging is Important to Start-ups? [7]
6. (a) Critically assess the challenges and Opportunities of Sustainability? [7]
(b) Suggest the requirements for audit of a startup. [7]
7. (a) Critically assess the types of Organisational Change? [7]
(b) Justify the key challenges faced by agri-entrepreneurs and recommend strategies to overcome them. [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 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]