



INTERMEDIATE EXAMINATION

SET 2

MODEL QUESTION PAPER

TERM – JUNE 2025

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:

[15×2 = 30]

- A. i. Which one of the following is not driving force for entrepreneurship development?
- Management
  - Opportunity
  - Resources
  - Talent
- ii. \_\_\_\_\_ helps you look at how to sell your product to consumers by presenting them a solution to their problem.
- Market Segmentation
  - Product Development Strategy
  - Sales Execution Risk
  - Competitive Analysis
- iii. Nine principles of entrepreneurial ecosystem are suggested by \_\_\_\_\_.
- Isenberg (2012)
  - Isenberg (2011)
  - Isenberg (2010)
  - Isenberg (2009)
- iv. What is the main purpose of the Validation stage in a startup's lifecycle?
- Conducting a Proof of Concept (POC)
  - Expanding to new geographies
  - Hiring a marketing team
  - Going public
- v. The type of analytics helps in understanding why something happened by using techniques like drill down and data mining.
- Descriptive Analytics
  - Diagnostic Analytics
  - Prescriptive Analytics
  - Predictive Analytics
- vi. \_\_\_\_\_ is a powerful blend of structured meetings, strategic tools, and experienced leadership.
- Marketing Traction
  - Marketing Management
  - Marketing Strategy
  - Marketing Trick



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- vii. Steps of Elevator Speech consists of
- Purpose of identifying
  - Explanation of what makes
  - Unique selling proposition of identification
  - All of the above
- viii. An actuarial concept used in risk pooling does not include:
- The law of sampling
  - The law of large numbers
  - The law of averages
  - The laws of probability
- ix. What is a major factor contributing to reduced customer footfalls in businesses?
- High inventory turnover
  - Poor marketing
  - Low employee engagement
  - Too much competition
- x. Dynamatic Technologies is a \_\_\_\_\_ start-ups.
- Fintech
  - Defence
  - Edtech
  - Healthcare

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

HP Company being one of the world largest IT companies with quarterly revenue of approximately \$97.1 billion is able to maintain such a wonderful record through the sustainable competitive advantage over the competitors. The sustainable competitive advantage has benefited the company in so many ways that she has no other choice other than sustaining such record. The gained competitive advantage has increased the company's revenue tremendously. In year 2006, HP recorded much better revenue of \$91.7 billion against the rival, IBM with \$91.4 billion. In year 2007, the annual revenue of the company was jacked up to \$104 billion to become the first IT company reported to have a revenue of more than \$ 100 billion, it doesn't stop there, acquisition of the EDS in 2008, also jacked up the revenue to \$118.4 billion. All these achievements in terms of boosting in the revenue are products of the gained competitive advantage.

HP is able to achieve and sustain competitive advantage with her 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. This is very important since it assists in making virtually all the HP products usable by the intended users by putting the customers first. There is no way one can analyse the competitive advantage of HP Company without discussing the HP values; HP values is associated with the complete adherence to the ways or paths



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set out by the founding HP leaders. Another way by which the competitive advantage of HP Company is sought is through her concept of developing cross functional individuals.

- i. Which of the following most accurately describes HP’s approach to achieving sustainable competitive advantage, as outlined in the case study?
  - a. Cost-cutting measures through outsourcing non-core functions
  - b. Leveraging customer-centric innovation and cross-functional workforce development
  - c. Heavy investment in advertising and market penetration pricing
  - d. Focusing solely on hardware sales growth through pricing strategies
- ii. What role do HP’s core values and adherence to founding principles play in its competitive strategy?
  - a. They function as guiding mechanisms to align strategic actions with a consistent vision
  - b. They are used to reduce operational expenses across global units.
  - c. They are unrelated to business outcomes but serve to motivate employees.
  - d. They act primarily as public relations tools to improve brand image
- iii. The concept of "developing cross-functional individuals" most closely aligns with which strategic human resource practice contributing to sustained competitive advantage?
  - a. Job specialization for efficiency
  - b. Task simplification and cost reduction
  - c. Outsourcing non-essential skills
  - d. Talent agility and internal capability building
- iv. From a strategic management perspective, HP’s focus on “simplifying technology experiences for customers” is best classified under which type of competitive strategy according to Porter’s Generic Strategies?
  - a. Cost leadership
  - b. Focus strategy
  - c. Differentiation
  - d. Disruptive innovation
- v. The acquisition of EDS in 2008, which significantly increased HP’s revenue, exemplifies which of the following strategic growth concepts?
  - a. Horizontal integration to reduce competition
  - b. Strategic outsourcing of core operations
  - c. Vertical integration to control the supply chain
  - d. Expansion through inorganic growth (M&A)



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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) Suggest how the CORE dimensions of Adversity Quotient can be applied to overcome entrepreneurial setbacks. [7]
- (b) Assess the impact of new age marketing strategies on modern entrepreneurial growth. [7]
3. (a) Discuss how Entrepreneurship is influenced by Macroeconomic conditions? [7]
- (b) Evaluate the impact of excess and inadequate working capital on a firm's profitability and operational efficiency. [7]
4. (a) Recommend strategies to make a project report effective and aligned with its intended objectives. [7]
- (b) Advise how an organization can use Data Analytics Techniques to process data and information. [7]
5. (a) Demonstrate the concept of customer validation and its process. [7]
- (b) Advise a startup on selecting the most appropriate business model based on limited initial capital and a digital product offering. [7]
6. (a) Discuss the seven strategies for scaling up the business. [7]
- (b) Critically evaluate how startups can implement cost-effective risk mitigation strategies without compromising operational efficiency. [7]
7. (a) Suggest some smarter ways in establishing a sustainable competitive advantage in digital markets. [7]
- (b) Evaluate the key differences between Social Entrepreneurs and Business Entrepreneurs. [7]
8. Mission Statement McDonald's brand mission is to be our customers' favourite place and way to eat and drink. Our worldwide operations are aligned around a global strategy called the Plan to Win, which centre on an exceptional customer experience- People, Products, Place, Price and Promotion. We are committed to continuously improving our operations and enhancing our customers' experience. Vision Statement McDonald's corporate vision is "to move with velocity to drive profitable growth and become an even better McDonald's serving more customers delicious food each day around the world."
  - a. Critically analyse the mission and vision statement of McDonald.
  - b. Based on your observation, has McDonald's mission statement defined the company's business, its objectives and its approach? [14]