



POSTAL TEST PAPER

FINAL

SYLLABUS 2022

PAPER – 20C

ENTREPRENEURSHIP AND STARTUP

Time Allowed: 3 Hours

Full Marks: 100

The figures in the margin on the right side indicate full marks.

Where considered necessary, suitable assumptions may be made and clearly indicated in the answer.

Answer Question No. 1 and 8 are compulsory; Answer any four from Question No. 2, 3, 4, 5, 6 & 7.

SECTION – A

- 1. (a) Choose the correct alternative. Provide justification in each case. 1 mark is allotted for correct selection and 1 mark for the justification. [10 × 2 = 20]**
- i. Characteristics of an entrepreneur:
 - a) Assumes all the risk associated with a venture
 - b) Have the perseverance
 - c) Positive thinker
 - d) All of the above
 - ii. ATAL Innovation Mission was launched in
 - a) 2015
 - b) 2016
 - c) 2017
 - d) 2018
 - iii. The Geographical Indications of Goods (Registration and Protection) Act passed in India in –
 - a) 1999
 - b) 2000
 - c) 2001
 - d) 1991
 - iv. Which one of the following is not Angel Investor in India?
 - a) Angel Network
 - b) Mumbai Angels
 - c) Angel Kolkata
 - d) Hyderabad Angels
 - v. Product positioning is the process of determining new products' position in the minds of consumers.
 - a) Product Positioning



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- b) Targeting
 - c) Marketing Traction
 - d) Marketing innovation
- vi. Examples of Brand Positioning -
- a) The brand “Bisleri” stands for purity.
 - b) The brand “Ceat Tyre” stands for better grip.
 - c) Both of the above
 - d) None of the above
- vii. Berkus Method is created by American venture capitalist and angel investor:
- a) Dave Berkus
 - b) H. Berkus
 - c) Lave Berkus
 - d) Nany Berkus
- viii. Market Risk is not including –
- a) Equity risk
 - b) Credit Risk
 - c) Interest rate risk
 - d) Currency risk
- ix. Who in an organisation has responsibility for working towards the vision / mission / goals?
- a) Employer
 - b) Employees
 - c) who works for the organization
 - d) Suppliers
- x. What is the percentage of women entrepreneurs of the total entrepreneurs?
- a) 12.33%
 - b) 11.12%
 - c) 13.76%
 - d) 10.12%

SECTION – B

- 2.(a) Explain the concept of entrepreneurship and role in economic development in a country. [12]
(b) What do you mean by Psychology? [4]
3. (a) Discuss the process of incorporation of Limited Liability Partnership. [10]
(b) State the classes of Copyrights. [6]



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4. (a) What is Monetization? Discuss with examples. [8]
(b) Discuss the stages of Bootstrapping and Bootstrapping Strategy. [8]
5. (a) ‘Organization for Economic Cooperation and Development called four types of innovations.’ Discuss all. [8]
(b) Discuss differences between Pre-money and Post-money valuation [8]
6. (a) Discuss the benefits of Effective Enterprise Risk Management as per the COSO. [8]
(b) Explain how businesses should formulate its strategies to see its future prospects deeper and wider. [8]
- 7.(a) Explain the problems faced by the family run business with reference to family run businesses in India. [10]
(b) Write a short note on MSME. [6]

SECTION – C

- 8.(a) Being an entrepreneur of a reputed Agri-tech start up, how would you like to formulate a set of strategies to solve the present problems of farmers of our country by using technologies? [8]
(b) Design a detail report giving your assessment with comments on how digital transformation has impacted and is continuing to impact businesses across industry sectors after Covid-19 pandemic. You may take one or two imaginary case(s) and make assumptions as considered necessary and relevant in the context of your imaginary case. Do you think some of those impacts have been successfully fought out? If yes, give example to justify your comment. [8]