

SAMPLE PAPERS
DIPLOMA FIFTH SEMESTER EXAMINATION 2025 (JUT)
ENTREPRENEURSHIP DEVELOPMENT AND STARTUPS
DIPLOMA WALLAH

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Full Marks: 70 marks | Time: 3 Hours

Instructions:

- Question No. 1 is compulsory.
 - Answer any **FOUR** questions from the remaining (Q.2 to Q. 7 marks).
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Q.1 (Compulsory) — Multiple Choice Questions

(2 Marks each × 7 = 14 Marks)

(i) Which tool mentioned in Unit 4 is used for "Competitor Analysis"?

- (A) SWOT Analysis
- (B) Balance Sheet
- (C) Income Tax Return
- (D) Cash Flow Statement

(ii) In the "SCAMPER" technique (Unit 2), the letter 'E' stands for:

- (A) Elaborate
- (B) Estimate
- (C) Eliminate
- (D) Evaluate

(iii) According to Unit 6, a "Pitch Deck" is primarily used for:

- (A) Registering a trademark
- (B) Presenting a business idea to investors
- (C) Hiring employees
- (D) Filing taxes

(iv) Which of the following is considered a "Fixed Cost" in Unit 5?

- (A) Raw materials
- (B) Rent
- (C) Packaging costs

- (D) Sales commissions
- (v) "Brainstorming" is a method primarily associated with which stage in Unit 2?
- (A) Validation
- (B) Ideation
- (C) Execution
- (D) Accounting
- (vi) The "Lean Business Plan" is characterized by being:
- (A) Lengthy and detailed
- (B) Rigid and unchangeable
- (C) Short and flexible
- (D) Focused only on history
- (vii) In Unit 3, "Customer Segments" refers to:
- (A) The raw materials used
- (B) The partners who help sell
- (C) The groups of people the business aims to reach
- (D) The cost of production
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SECTION B (Theory Questions)

(Answer any FOUR. Each question carries 14 Marks)

Q.2

- (A) Define Customer Segments. Analyze a successful company (local or global) by describing its Customer Segments and Revenue Streams based on the BMC framework. [7M]
- (B) Explain the four components of the Marketing Mix (4 Ps) and their strategic importance for a startup. [7M]

Q.3

- (A) Explain the concept of the "Entrepreneurial Ecosystem" at JUT/Polytechnic and how it supports student ventures. [7M]
- (B) What is a Minimum Viable Product (MVP)? Explain its importance in the initial idea validation stage. [7M]

Q.4

- (A) Differentiate between Fixed Costs and Variable Costs. Briefly compare the two most common business structures: Sole Proprietorship and Partnership. [7M]
- (B) A startup has a one-time setup cost of ₹80,000 for equipment and a monthly operating cost of ₹15,000 (rent, materials). Calculate the total capital required for the first six months of operation. [7M]

Q.5

(A) Explain the purpose and essential components of a compelling Pitch Deck (e.g., Problem, Solution, Market, Team, Ask). How does storytelling enhance the pitch? [7M]

(B) Define a Lean Business Plan. List the key differences between a Lean Plan and a traditional business plan. [7M]

Q.6

(A) Explain the Problem-Solving Approach to identifying opportunities. Detail the principles of Design Thinking. [7M]

(B) Draw the Business Model Canvas (BMC). Explain the function and interdependence of all nine building blocks. [7M]

Q.7 Write Short Notes on (Any FOUR): [$3.5 \times 4 = 14M$]

(A) Empathy Mapping

(B) Fixed vs. Variable Costs

(C) Revenue Streams

(D) Intellectual Property (IP)

(E) Intrapreneur



SOLUTIONS & ANSWER KEY (PAPER 2)

MCQ Answer Key:

- (i) A (SWOT Analysis)
- (ii) C (Eliminate)
- (iii) B (Presenting a business idea to investors)
- (iv) B (Rent)
- (v) B (Ideation)
- (vi) C (Short and flexible)
- (vii) C (The groups of people the business aims to reach)

Theory Hints (Model Answers):

- **Q2(A):** Customer Segments: Who are we solving for? Example (Amazon): Segments=Online shoppers, AWS clients. Revenue=Sales margins, Subscriptions.
- **Q2(B):** Product, Price, Place, Promotion.
- **Q3(A):** Ecosystem: Incubators, mentors, labs at college that help students test ideas without high risk.
- **Q3(B):** MVP: Basic version to test core hypothesis. Saves money/time.
- **Q4(A):** Fixed: Rent (constant). Variable: Material (changes with vol). Sole Prop: 1 owner. Partnership: 2+ owners.
- **Q4(B):** Setup (80k) + 6 * Monthly (15k * 6 = 90k) = Total 1.7 Lakhs.
- **Q5(A):** Pitch Deck: Slides showing Problem, Solution, Market size, Team, Funding needed. Storytelling makes it memorable.
- **Q5(B):** Lean: 1-page, key assumptions. Traditional: 50+ pages, detailed financial projections.
- **Q6:** (Same as Paper 1 Q3A/Q4A - Repeats allowed across papers).
- **Q7:** Refer to Quick Revise table.