SAMPLE PAPERS

DIPLOMA FIFTH SEMESTER EXAMINATION 2025 (JUT)

ENTREPRENEURSHIP DEVELOPMENT AND STARTUPS

DIPLOMA WALLAH

[CLICK HERE TO VISIT DIPLOMA WALLAH WEBSITE](#)   *(MADE WITH 💜 BY SANGAM)*

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).

Q.1 (Compulsory) — Multiple Choice Questions

(2 Marks each × 7 = 14 Marks)

(i) "Bootstrapping" refers to:

(A) Wearing boots for safety

(B) Starting a business with personal savings

(C) Getting a loan from a bank

(D) Selling the company

(ii) Which Design Thinking stage involves creating a "Prototype"?

(A) Empathize

(B) Define

(C) Ideate

(D) Prototype/Test (Validation)

(iii) "Niche Markets" (Unit 3) are best described as:

(A) Very large, general markets

(B) Markets with no customers

(C) Small, specialized groups of customers

(D) International trade markets

(iv) A "Sole Proprietorship" (Unit 5) has how many owners?

(A) At least two

(B) Exactly one

(C) More than ten

(D) It depends on the profit

(v) Which of the following is NOT one of the 9 building blocks of the Business Model Canvas?

(A) Key Partners

(B) Cost Structure

(C) Employee Salary Sheet

(D) Value Propositions

(vi) The "S" in SWOT Analysis stands for:

(A) Sales

(B) Strengths

(C) Strategy

(D) Stocks

(vii) "Empathy Mapping" (Unit 2) helps an entrepreneur understand:

(A) The competitor's profit

(B) The legal system

(C) The customer's feelings, thoughts, and pains

(D) The manufacturing process

SECTION B (Theory Questions)

(Answer any FOUR. Each question carries 14 Marks)

Q.2

(A) Explain the concept of Value Proposition Design. How does analyzing a customer's Pains and Gains help? [7M]

(B) Define Entrepreneurship and Intrapreneurship. Explain the role of entrepreneurship in economic development. [7M]

Q.3

(A) Differentiate between a Growth Mindset and a Fixed Mindset. List and explain the five most important traits of a successful entrepreneur. [7M]

(B) Explain the four basic sources of funding for a startup: Bootstrapping, FFF, Grants, and Angel Investors. [7M]

Q.4

(A) Define Intellectual Property (IP). Explain the difference and relevance of Patent, Trademark, and Copyright. [7M]

(B) Explain the purpose and essential components of a compelling Pitch Deck. How does storytelling enhance the pitch? [7M]

Q.5

(A) Describe the SCAMPER brainstorming technique. Provide one example of how each letter can be applied. [7M]

(B) Differentiate clearly between Primary Market Research and Secondary Market Research. Give two examples of methods for each. [7M]

Q.6

(A) Explain the structure and application of SWOT Analysis. Demonstrate how it is used for effective competitor analysis. [7M]

(B) A startup has a one-time setup cost of ₹80,000 for equipment and a monthly operating cost of ₹15,000. Calculate the total capital required for the first six months. [7M]

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

(A) SCAMPER Technique

(B) Bootstrapping vs FFF

(C) Lean Business Plan

(D) SWOT Analysis

(E) Growth Mindset

SOLUTIONS & ANSWER KEY (PAPER 3)

MCQ Answer Key:

(i) B (Starting a business with personal savings)

(ii) D (Prototype/Test - context of Unit 2)

(iii) C (Small, specialized groups)

(iv) B (Exactly one)

(v) C (Employee Salary Sheet)

(vi) B (Strengths)

(vii) C (Customer's feelings, thoughts, and pains)

Theory Hints (Model Answers):

- **Q2(A):** Value Prop: Why a customer buys from you. Pains: Frustrations. Gains: Desires.

- **Q2(B):** Entrepreneur (Own Business) vs Intrapreneur (Innovation in Job).

- **Q3(A):** Growth (Can improve) vs Fixed (Talent is static). Traits: Resilience, Passion, Adaptability.

- **Q3(B):** Bootstrapping (Own money), FFF (Friends/Family), Grants (Free money), Angel (Rich individuals).

- **Q4(A):** IP protects mind-creations. Patent (Invention), Trademark (Brand), Copyright (Art/Text).

- **Q4(B):** Deck: Problem, Solution, Market, Team, Ask. Storytelling connects emotionally with investors.

- **Q5(A):** SCAMPER: Substitute, Combine, Adapt, Modify, Put to other use, Eliminate, Reverse.

- **Q5(B):** Primary (New data), Secondary (Old data).

- **Q6(A):** SWOT: Strengths, Weaknesses, Opportunities, Threats.

- **Q6(B):** Calculation: $80,000 + (15,000 * 6) = 1,70,000$.

- **Q7:** Refer to Quick Revise table.