

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) In the context of the "Marketing Mix" mentioned in Unit 4 of the syllabus, which 'P' specifically refers to the distribution channels used to reach customers?

- (A) Promotion
- (B) Price
- (C) Place
- (D) Product

(ii) According to Unit 1, which of the following is listed as a specific type of entrepreneurship?

- (A) Side-hustle entrepreneurship
- (B) Corporate stagnation
- (C) Fixed-salary employment
- (D) Academic research

(iii) In the Business Model Canvas (Unit 3), which building block describes "how the business makes money"?

- (A) Key Resources
- (B) Revenue Streams
- (C) Customer Relationships
- (D) Key Activities

(iv) The acronym "MVP" in the ideation stage stands for:

- (A) Most Valuable Person

- (B) Minimum Viable Product
- (C) Maximum Viable Profit
- (D) Minimum Virtual Platform

(v) Under Unit 5 (Legal & Regulatory Aspects), which of the following is a type of Intellectual Property suitable for protecting a brand name or logo?

- (A) Patent
- (B) Copyright
- (C) Trademark
- (D) Trade Secret

(vi) "FFF" as a source of funding mentioned in the syllabus stands for:

- (A) Friends, Family, and Founders
- (B) Friends, Family, and Fools
- (C) Funds, Finance, and Freedom
- (D) Future, Finance, and Firms

(vii) In the context of Design Thinking principles (Unit 2), what is the technique used for observing and understanding customer needs called?

- (A) Empathy Mapping
- (B) Financial Auditing
- (C) Cold Calling
- (D) Balance Sheet Analysis

Q.2

(A) Define Entrepreneurship and Intrapreneurship. Explain the role of entrepreneurship in economic development (job creation, innovation, etc.). [7M]

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

Q.3

(A) Explain the Problem-Solving Approach to identifying opportunities. Detail the principles of Design Thinking for problem identification and understanding customer needs. [7M]

(B) Describe the SCAMPER brainstorming technique. Provide one example of how each letter can be applied to a campus-related business idea. [7M]

Q.4

(A) Draw the Business Model Canvas (BMC). Explain the function and interdependence of all nine building blocks for a holistic view of a business. [7M]

(B) Explain the concept of Value Proposition Design. How does analyzing a customer's Pains and Gains help in crafting a compelling value proposition? [7M]

Q.5

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

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

Q.6

(A) Explain the four basic sources of funding for a startup: Bootstrapping, FFF, Grants, and Angel Investors. Which is the most likely initial source for a polytechnic startup? [7M]

(B) Define Intellectual Property (IP). Explain the difference and relevance of Patent, Trademark, and Copyright for technology/engineering innovations. [7M]

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

(A) Minimum Viable Product (MVP)

(B) Niche Markets

(C) Sole Proprietorship vs. Partnership

(D) Branding Basics

(E) Entrepreneurial Ecosystem



SOLUTIONS & ANSWER KEY (PAPER 1)

MCQ Answer Key:

- (i) C (Place)
- (ii) A (Side-hustle entrepreneurship)
- (iii) B (Revenue Streams)
- (iv) B (Minimum Viable Product)
- (v) C (Trademark)
- (vi) B (Friends, Family, and Fools)
- (vii) A (Empathy Mapping)

Theory Hints (Model Answers):

- **Q2(A):** Entrepreneur starts new business; Intrapreneur innovates within existing firm. Role: Jobs, GDP growth.
- **Q2(B):** Growth: "I can learn"; Fixed: "I'm born with this". Traits: Resilience, Passion, Risk-taking, etc.
- **Q3(A):** Design Thinking: Empathize -> Define -> Ideate. Focus on user pain points.
- **Q3(B):** S=Substitute, C=Combine, A=Adapt, M=Modify, P=Put to other use, E=Eliminate, R=Reverse.
- **Q4(A):** 9 Blocks: Segments, Value Prop, Channels, Relationships, Revenue, Resources, Activities, Partnerships, Costs.
- **Q4(B):** Value Prop matches Product Features to Customer Pains (problems) and Gains (desires).
- **Q5(A):** Primary: Direct (Surveys/Interviews). Secondary: Existing data (Reports/Internet).
- **Q5(B):** Strengths/Weaknesses (Internal), Opportunities/Threats (External).
- **Q6(A):** Bootstrapping (Self), FFF (Personal network), Grants (Govt), Angel (Investors). Polytechnic: Likely Bootstrapping/FFF.
- **Q6(B):** Patent: Inventions. Trademark: Brand/Logo. Copyright: Creative works.
- **Q7:** Refer to "Quick Revise" table in Important Questions for definitions.