

**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) 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.