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) Tonbo Imaging is an example of _____. Provide justification for your selection.
      a. defence startup
      b. agri-tech startup
      c. edtech startup
      d. fintech

   (ii) Vedantu is an example of _____. Provide justification for your selection.
      a) defence startup
      b) agri-tech startup
      c) edtech company
      d) fintech

   (iii) The Central Government notified the revised criteria for classification of micro, small and medium enterprises (MSMEs) with effect from _____. What is the prime rationale behind such decision?
      a. 01.07.2020
      b. 01.07.2021
      c. 01.07.2022
      d. 01.07.2023

   (iv) An actuarial concept used in risk pooling does not include_____. Justify your selection.
      a) The law of averages
      b) The law of sampling
      c) The law of large numbers
      d) The laws of probability

(v) _____ describes a situation in which an entrepreneur starts a company with little capital, relying on money other than outside investments. Provide justification for your selection.

    a.   Bootstrapping

    b.   Angel Investing

    c.   Venture

    d.   Crowdfunding

(vi) Which of the following is/are the advantages of data analytics in business and why?

    a)   Improved decision making

    b)   effective marketing

    c)   Better customer service

    d)   All of the above

(vii) Data analytics is the science of integrating _____ data from diverse sources, drawing inferences, and making predictions to enable innovation, gain competitive business advantage, and help strategic decision-making. Provide justification for your selection.

    a)   Heterogeneous

    b)   Homogeneous

    c)   Static

    d)   Dynamic

(viii) _____ is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market.

    a)   Product positioning

    b)   Targeting

    c)   Marketing traction

    d)   Marketing innovation

(ix) Organization for Economic Cooperation and Development called four types of innovations. Which one is not included in these four types of innovations and why?

    a)   Marketing innovation

    b)   Product innovation

    c)   Organizational innovation

    d)   Price innovation

(x) From the following data compute the beta of security Z.

$\sigma_Z = 12\%$; $\sigma_M = 9\%$; $r_{(Z,M)} = +0.72$

    a.   Beta = 1.81

    b.   Beta = 0.61

    c.   Beta = 0.41

    d.   Beta = 0.96

SECTION – B

Answer any 4 Questions:　　　　　　　　　　　　　　　　　　　**[16 × 4 = 64]**

2.　(a)　"Marketers are now able to filter their audience and reach out to a targeted segment with the new age marketing rather than the huge spillovers of the traditional ways." – Critically assess the various dimensions of this observations and their importance in the context of a startup business.

　　(b)　Advice the management of an established business organization about the strategies to be framed and implemented for successfully withstanding impacts of adverse disruptions.　　　　　　　　　　　　　　**[8+8=16]**

3.　(a)　Discuss the important benefits of maintaining receivables in startups.

　　(b)　Project formulation divides the process of project development into eight distinct and sequential stages. Examine how the companies implement these eight steps.　　　　　　　　　　　　　　　　　　　　　**[8+8=16]**

4.　(a)　Describe the methods of financing startups. Rank them in order of ease of sourcing.

　　(b)　(i)　Describe the importance of the following in the context of a first-generation entrepreneurial business:
　　　　　　Crowdfunding; Process Innovation; Business Scalability.

　　　　(ii)　"A lean startup is a strategy used to initiate a new company or launch a new product on behalf of a present entrepreneur." – Relate the underlying essence of this comment in the context of a startup planning to expand with a new product for which use case has been proved.　　　**[6+(2+2+2+4)=16]**

5.　(a)　Examine the applicability and importance of Disintermediation model for a startup business which is about to embark on the growth path.

　　(b)　Prepare a list of the typical elements of an effective Elevator Pitch.　　**[8+8=16]**

6.　(a)　Analyze the effective ways which will be aligned with the HR policies of a company for motivating its employees. Also discuss why it is important for the success of a startup business.

(b) Exclusive Ltd. has started a new unit is scheduled to go in for commercial production shortly and you have been asked to assess the need of working capital and also how much of it the Banks are likely to finance. The following information is available.

(i) Estimated working results for the first year of operation:

　　　　　　　　　　　　　　　　　　　　　　　　　　　(₹ In lakhs)

Sales Incomes	120
Expenses:	
Material	48.00
Salaries and Wages	12.00
Other Overheads	12.00
Interest on term loan	12.00
Profit	84.00

(ii) Company is required to give 3 months credit to its customers. On the other hand, the company would enjoy 1 ½ months credit from its creditors for purchase of material.

Stock of material has to be kept for 3 months consumption. The work-in-progress at any time would be represented by material (1 month) and expenses 1 ½. There is a delay of 1 month before the finished goods are sold.

(iii) The following are the holding norms accepted by the Bank for the particular industry.

Stock of material	2 ½ months
Work-in-progress	1 month
Book debts	1 ½ months
Finished goods	2 ½ months

[6+10=16]

7. (a) Examine the need **of audit of startups**. Elucidate your answer with examples particularly in the context of entrepreneurial and startup business.

(b) Examine the applicability of Michael Porter's generic strategies to gain competitive advantage. **[(2+4) +10=16]**

SECTION – C

8.   (a)   Being an entrepreneur of a reputed Agri-tech startup, how would you like to *formulate a set of strategies* to solve the present problems of farmers of our country by using technologies?

     (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+8=16]**